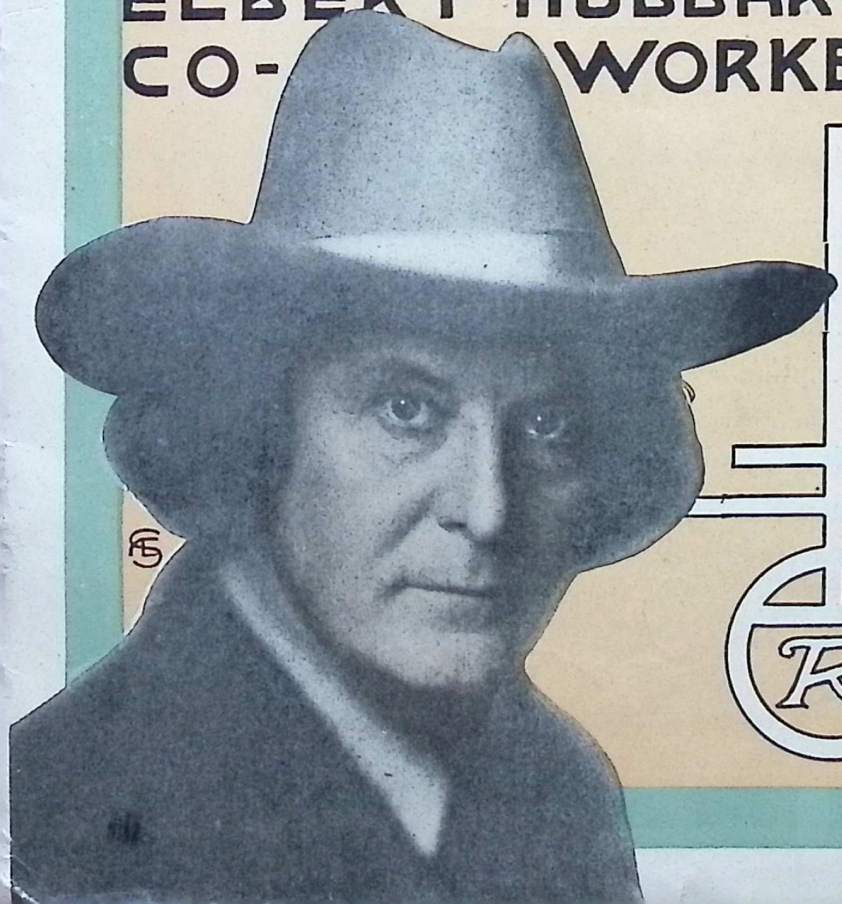
GIFTS

HAND MADE

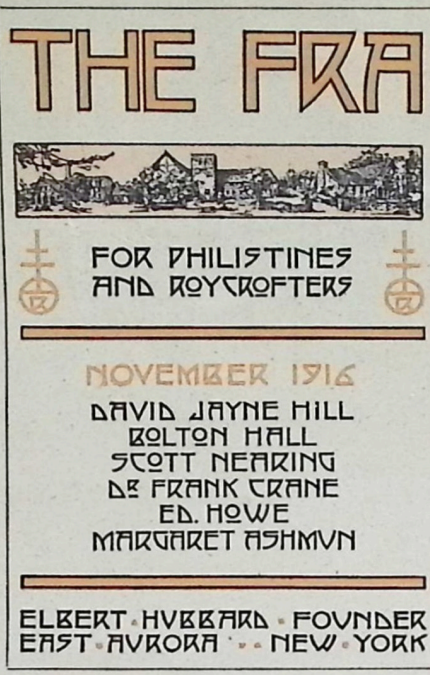
BY THE

ROYCROFTERS

ELBERT HUBBARD'S CO-WORKERS



SAMPLE OFFER!!



SAMPLE OFFER!!

Elbert Hubbard's 10 Greatest Essays and "The Fra" For Six Months For $1.00

¶ You have a Friend who should read *The Fra*—but whether or not he *could*, or would—that's the Problem! To induce *You* to send *him* a Tryout Subscription we make this No-Profit Offer. ¶ Mail us One Dollar and we will send him *The Fra* for Six Months, and to You, at once, Elbert Hubbard's Ten Greatest Essays, each bound separately in booklet form.

Pasteboard Proclivities
Responsibility
Thrift
The Divine in Man
The Cigarettist
A Message to Garcia
Get Out or Get In Line
The Boy From Missouri Valley
The Closed or Open Shop—Which?
Helpful Hints for Business Helpers

Address: The Fra, East Aurora, Erie County, N. Y.

Why Discriminating People Will Order Roycroft Gifts!

By Elbert Hubbard II

ELBERT HUBBARD, my father, founded the Roycroft Shops twenty-one years ago; founded them on an Idea borrowed from the English Artist-Craftsman, William Morris — to make Books and Things "not How Cheap but How Good!"

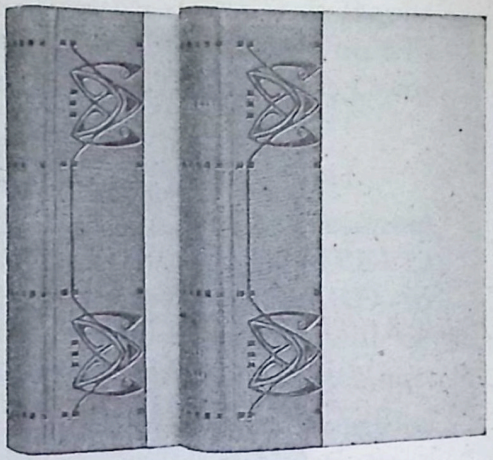
¶ When in the Spring of 1915 Elbert Hubbard sailed away on the ill-fated *Lusitania* never to return, he left this Institution and its 500 Workers in my charge.

¶ To hold on to the men of merit and ability who assisted Elbert Hubbard in establishing the Excellence of the Roycroft Mark, has been a particular and pleasant privilege to me. More — I invited back Artists and Workers of Superior Skill, who had left us for a while to Study afield!

Little Journeys

BY ELBERT HUBBARD

"The most interesting biographies since Plutarch wrote his LIVES."



LITTLE JOURNEYS
Price, $2.00 a Volume—$56.00 the Complete Set

¶ Elbert Hubbard's *Little Journeys* are biographies of great souls, instructive and useful as helps, guides and incentives.

¶ *Little Journeys* are not panegyrics. They sometimes "let down" the hero, and consequently they contain that human, that genuine element which makes them almost equivalent to the gospels—teaching higher thoughts, aspirations, more energetic action.

¶ Elbert Hubbard wrote a *Little Journey* a month for fifteen years. These have been collected in twenty-eight volumes covering fourteen subjects.

¶ Printed on handmade paper, with Miriam Binding, Half-India Goat, embossed back and sides. Illustrated with nearly two hundred portraits from drawings by Gaspard and Schneider, with photogravure frontispiece in each volume printed by hand on Japan Vellum. The price is $2.00 a volume, or $56.00 for the complete set of twenty-eight volumes.

WHAT WELL-KNOWN AMERICANS SAY

"I think every one should have and read Elbert Hubbard's Little Journeys. They are not only interesting reading, but they are also most instructive."
J. OGDEN ARMOUR

"History is the biography of Humanity, and Elbert Hubbard's Little Journeys are the humanity of biography."
HUDSON MAXIM

"Some books are worth borrowing; some are worth reading; Elbert Hubbard's Little Journeys are worth owning, and that can be said of few books."
DR. FRANK CRANE

"The greatest legacy Elbert Hubbard left to the world is his Little Journeys to the homes of Good and Great People who have influenced thought and progress. He has given to his Little Journeys an extremely human and interesting quality. I believe Little Journeys should be in every well-proportioned library."
CHARLES M. SCHWAB

"Little Journeys have a human way of taking one into the company of men who have achieved things, which makes them very readable and at the same time profitable."
HUGH CHALMERS

"I often took a package of Elbert Hubbard's Little Journeys with me on ocean voyages for amusement pure and simple; the wit running through them on every page serving as recreation."
HORACE FLETCHER

Postage Prepaid

The Roycrofters, East Aurora, Erie County, New York

GOOD MEN AND GREAT

BOOK I	BOOK II
George Eliot	Victor Hugo
Thomas Carlyle	William Wordsworth
John Ruskin	W. M. Thackeray
W. E. Gladstone	Charles Dickens
J. M. W. Turner	Oliver Goldsmith
Jonathan Swift	William Shakespeare
Walt Whitman	Thomas A. Edison

FAMOUS WOMEN

BOOK I	BOOK II
Elizabeth B. Browning	Madame de Stael
Madame Guyon	Elizabeth Fry
Harriet Martineau	Mary Lamb
Charlotte Bronte	Jane Austen
Christina Rossetti	Empress Josephine
Rosa Bonheur	Mary Shelley

AMERICAN STATESMEN

BOOK I	BOOK II
George Washington	Thomas Jefferson
Benjamin Franklin	Daniel Webster
Alexander Hamilton	Henry Clay
Samuel Adams	John Jay
John Hancock	William H. Seward
John Quincy Adams	Abraham Lincoln

GREAT SCIENTISTS

BOOK I	BOOK I
Copernicus	Haeckel
Galileo	Linnæus
Newton	Huxley
Humboldt	Tyndall
Herschel	Alfred Russel Wallace
Darwin	John Fiske

GREAT LOVERS

BOOK I	BOOK II
Josiah and Sarah Wedgwood	Dante Gabriel Rossetti and Elizabeth Siddal
William Godwin and Mary Wollstonecraft	Balzac and Madame Hanska
Dante and Beatrice	Fenelon and Madame Guyon
John Stuart Mill and Harriet Taylor	Ferdinand Lasalle and Helene von Donniges
Parnell and Kitty O'Shea	Lord Nelson and Lady Hamilton
Petrarch and Laura	Robert Louis Stevenson and Fanny Osbourne

EMINENT PAINTERS

BOOK I	BOOK II
Michelangelo	Fortuny
Rembrandt	Ary Scheffer
Rubens	Francois Millet
Meissonier	Joshua Reynolds
Titian	Landseer
Anthony Van Dyck	Gustave Dore

ENGLISH AUTHORS

BOOK I	BOOK II
William Morris	Macaulay
Robert Browning	Byron
Tennyson	Addison
Robert Burns	Southey
John Milton	Coleridge
Samuel Johnson	Disraeli

GREAT MUSICIANS

BOOK I	BOOK II
Richard Wagner	Liszt
Paganini	Beethoven
Chopin	Handel
Mozart	Verdi
Sebastian Bach	Schumann
Mendelssohn	Brahms

GREAT REFORMERS

BOOK I	BOOK II
John Wesley	John Bright
Henry George	Charles Bradlaugh
Garibaldi	Theodore Parker
Richard Cobden	Oliver Cromwell
Thomas Paine	Anne Hutchinson
John Knox	Jean Jacques Rousseau

GREAT TEACHERS

BOOK I	BOOK II
Moses	Booker T. Washington
Confucius	Thomas Arnold
Pythagoras	Erasmus
Plato	Hypatia
King Alfred	Saint Benedict
Friedrich Froebel	Mary Baker Eddy

GREAT BUSINESS MEN

BOOK I	BOOK II
Robert Owen	Peter Cooper
James Oliver	Andrew Carnegie
Stephen Girard	George Peabody
Mayer A. Rothschild	A. T. Stewart
Philip D. Armour	Henry H. Rogers
John Jacob Astor	James J. Hill

EMINENT ARTISTS

BOOK I	BOOK II
Raphael	Corot
Leonardo	Correggio
Botticelli	Bellini
Thorwaldsen	Cellini
Gainsborough	Abbey
Velasquez	Whistler

EMINENT ORATORS

BOOK I	BOOK II
Pericles	Marat
Mark Antony	Ingersoll
Savonarola	Patrick Henry
Martin Luther	Starr King
Edmund Burke	Beecher
William Pitt	Wendell Phillips

GREAT PHILOSOPHERS

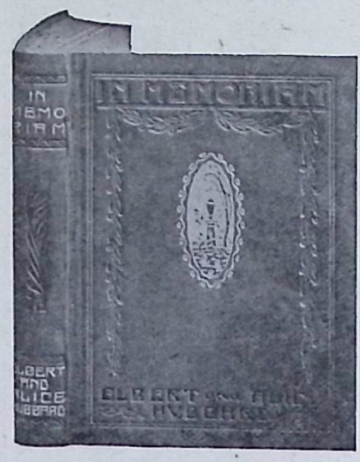
BOOK I	BOOK II
Socrates	Immanuel Kant
Seneca	Auguste Comte
Aristotle	Voltaire
Marcus Aurelius	Herbert Spencer
Spinoza	Schopenhauer
Swedenborg	Henry Thoreau

In Memoriam

Being a Book of Testimony to the Character and Influence of ELBERT HUBBARD and his Helpmeet

Postage Prepaid

Just a
Few Copies Left
One Dollar
Each



Postage Prepaid

Just a
Few Copies Left
One Dollar
Each

SOME *of* THE CONTRIBUTORS

Hudson Maxim
John D. Archbold
Wilton Lackaye
Walt Mason
William Marion Reedy
H. Gordon Selfridge
"Capt. Jack" Crawford
Anna Howard Shaw
Richard Le Gallienne
Judge Lindsey
James Whitcomb Riley
Leigh Mitchell Hodges
Ella Wheeler Wilcox
Ed Howe
Howard Elliott
Hugh Chalmers
W. Atlee Burpee
Billy Sunday
Senator Root

And 300 Others

In Memoriam

is the most remarkable publication of its character ever printed. It is a collection of letters and excerpts, coming from all nations, creeds and professions — a spontaneous tribute of love and admiration for two great souls. Elbert Hubbard belonged to the tribe of Ben Adhem — he loved his fellowmen. And In Memoriam is full of quaint and curious experiences, little intimacies and interesting confidences of men and women with whom he had clasped hands and exchanged greetings, or influenced with the magic of his written word.

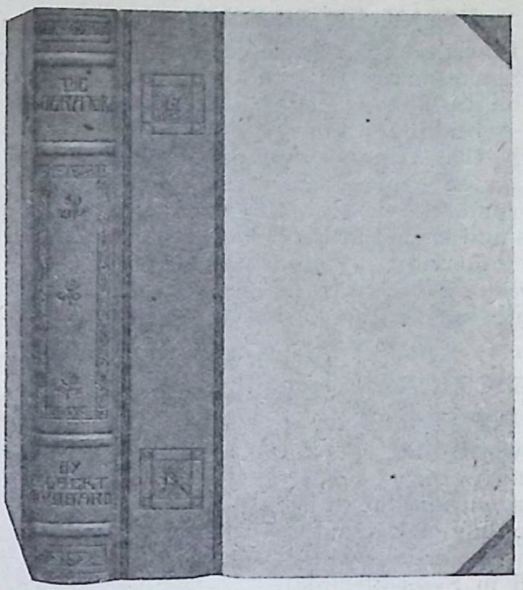
In Memoriam is a book of 360 pages, beautifully printed in two colors on fine paper, illustrated in photogravure and halftone, and bound in sage-green, semi-flexible, antique sheepskin

SOME *of* THE CONTRIBUTORS

Hon. Franklin K. Lane
Theo. N. Vail
Ernest Thompson Seton
Joseph H. Appel
H. J. Heinz
David Starr Jordan
Dr. Crane
Michael Monahan
Hon. John Barrett
David Bispham
Luther Burbank
R. W. Babson
Chauncey M. Depew
Ellen Key
Booker T. Washington
Andrew S. Rowan
R. F. Outcault
Bert Moses
Grenville Kleiser

And 300 Others

The Roycrofters, East Aurora, New York State



The *One*
Elbert Hubbard
Book
You Should Own

The Liberators

A reprint
of some dozen or more of
the Works
that brought Fame to
East Aurora!

¶ The Liberators contains, among other things, many early Roycroft books — now rare and out of print — complete in themselves; notably:

THE SONG OF SONGS, ECCLESIASTES, Or The Journal of Koheleth, THE CITY OF TAGASTE, RESPECTABILITY, MICHELANGELO, THE MAN OF SORROWS, WHITE HYACINTHS, THE TITANIC, OLD JOHN BURROUGHS, JOAQUIN MILLER, THE BOOK OF JOB, A MESSAGE TO GARCIA, THE POTTER'S FIELD

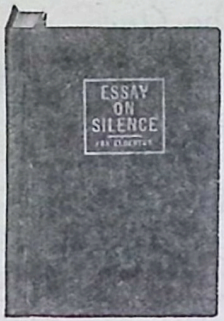
He, Himself, planned The Liberators

BEFORE Elbert Hubbard sailed away on the *Lusitania* he personally selected the text-matter and suggested the format and the binding for this book. ¶ The Liberators reveals the art and the heart of that Master Mind. It is representative of the man — helpful, inspiring, full of vital truth — the serious, philosophic, religious aspect of that exuberant, fun-loving, big-hearted man who has been aptly called "the Play-Boy of East Aurora."

¶ The Liberators is a book of 315 pages and is printed in two colors on Italian Handmade paper, in the Early Venetian Style — a page within a page — from classic type, clear and easily read. ¶ Fifteen photogravures, from original drawings by famous Roycroft Artists, illustrate this regal volume. ¶ The book is a tall copy, measuring 8 by 12 inches, and is solidly bound in true Roycroft fashion. ¶ The corners and back are of genuine pigskin. ¶ The cover-design is especially beautiful. ¶ Only a very limited Edition of this unique book has been printed. ¶ The price is just Ten Dollars, postage prepaid.

There were Twelve Deluxe Copies printed for the delectation of the Bibliophile, on Japan Vellum, bound in Full Levant, hand-tooled, numbered and signed. Four copies left. Price, $25.00 each.

The Roycrofters, East Aurora, New York State



ESSAY ON SILENCE

Elbert Hubbard used more words than Shakespeare. By many of the literati he was acknowledged as the greatest writer—vocabulary and range of ideas considered—that America has produced. The things he said made some folks glad—and others mad. Elbert Hubbard rejoiced in his friends and smiled at his critics. Only once did he unloosen the vials of his wrath and the *Essay on Silence* is the result. Bound in Semi-Flexible Leather. Price, 30 cents.

THE ROYCROFT DICTIONARY

CONCOCTED BY ALI BABA AND THE BUNCH

Here you will find words that appear in no other dictionary—new words. A smile in every sentence—a laugh in every line—with a besprinkling of the saucy and satirical. Printed in two colors on water-marked paper and bound in Semi-Flexible Leather. Price, $1.00. Boards, Leather Back, Price, 50 cents.

PIG-PEN PETE, *or Some Chums of Mine*

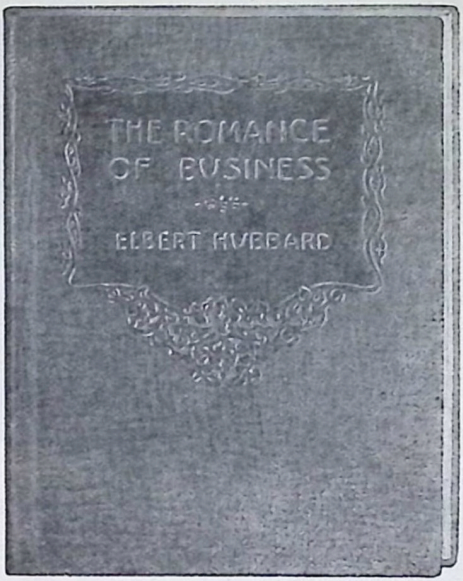
BY ELBERT HUBBARD

Telling the story of a dog with a literary attachment; also full of fetching stories—amusing, interesting and instructive tales—about the things that run, jump, crawl, swim, or fly, or that whinny, bark, meow, grunt, squeak, sing or whistle. Fully illustrated, printed in two colors, and bound in Semi-Flexible Leather. Price, $1.00.

THREE GREAT WOMEN

BY ELBERT HUBBARD

Being three of Elbert Hubbard's Little Journeys—Harriet Martineau, Elizabeth Barrett Browning and Madame Guyon—wherein the author tells us much of the philosophy and work of these three great women, limning their lives and times with his magical pen—that pen which cast a purple shadow! Beautifully printed on English Boxmoor paper; illustrated with photogravures; bound in Art Goatskin. Price, $1.00.



THE NEW

ROMANCE OF BUSINESS

By ELBERT HUBBARD

¶ More than thirty especially selected Stories, Essays and "Experiences" penned by Elbert Hubbard on the subject to which he always gave his Best—Business! —A History and a Prophecy! A Preachment and an Inspiration! ❧ The book is beautifully bound in typical Roycroft style and quality, in dull dark green, semi-flexible full-leather binding. Printed in three colors with title blind-stamped on cover. ¶ A Limited Edition. ¶ Each Book—$1.00 Postpaid!

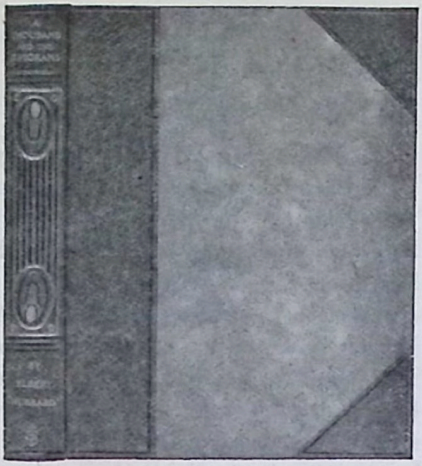
THE RUBAIYAT OF OMAR KHAYYAM

¶ We all love the Persian Tentmaker, with his Jug, his Bough and Thou. His poetic pearls lay beneath the sea of literature for eight hundred years. Fitzgerald then brought them to the surface, and here is his translation of the old optimistic pessimist's masterpiece—the Rubaiyat. ¶ We have given this gem a fitting setting—a binding of Semi-Flexible Leather, beautiful in coloring and design. The text is printed on India paper and is in two colors. The title-page is in three colors. Price, $1.00.

GUEST-BOOK

¶ The ornaments of a home are the friends who frequent it. The Roycroft Guest-Book provides a permanent record of the visits of your friends, and possesses a rare intrinsic value, by reason of the autographed contributions penned in its pages. The Roycroft *Guest-Book* is a source of joy in its reminiscences. ¶ Deckle-edge, watermarked paper, bound in finest Ooze-Sheep, turned edges. Price, $3.00. Limp Leather, $2.00.

Postage Prepaid

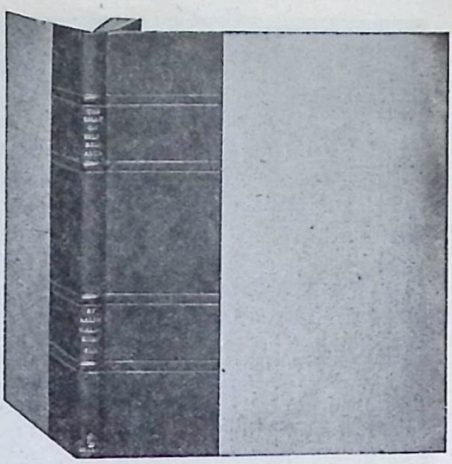


A THOUSAND AND ONE EPIGRAMS
By Elbert Hubbard—Price, $5.00

¶ Elbert Hubbard was a Master of Epigrams.

¶ He flavored his wit and wisdom with a jigger of surprise. The world rightly concedes to him the first place among orphic writers. A generous measure of his best epigrams has been gathered in this book.

¶ Printed in two colors on Old Stratford, and bound in Three-quarters Levant, hand-tooled back, Morris paper sides and end-sheets. Price, $5.00.



THE ESSAY ON SELF-RELIANCE
By Ralph Waldo Emerson—Price, $5.00

¶ This is Emerson at his best! ¶ To the young man or woman it is the clarion-call to duty and responsibility. It is a sure cure for inertia, despondency and ineptitude. Herein you will find classified some great thoughts on development and advancement, and virile ideas on what constitutes truth.

¶ Printed on handmade paper from classic type, bound in Alicia binding, Half-Olive Calf, with hand-tooled sides; gold title. Price, $5.00.

An American Bible—Flexible	$5.00
Garnett and the Brindled Cow—Half-Morocco	5.00
Pig-Pen Pete—Three-quarters Pig	5.00
Health and Wealth—Alicia and Modeled Calf	5.00
Essay on Self-Reliance—Alicia and Three-quarters Levant	5.00
Love, Life and Work—Three-quarters Levant	5.00
Life Lessons—Alicia	5.00
Hamlet—Boards	5.00
Manhattan and Henry Hudson—Three-quarters Levant	5.00
As You Like It—Boards	5.00
Reading Gaol—Three-quarters Levant	5.00
Battle of Waterloo—Three-quarters Levant	5.00

Postage Prepaid

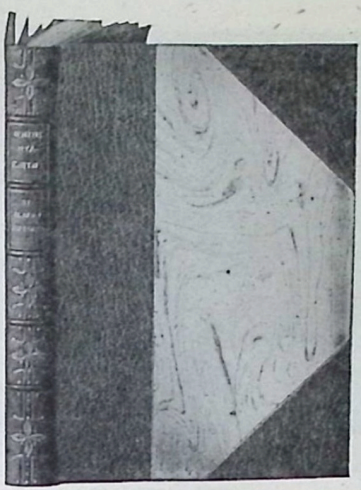
The Law of Love—Alicia and Three-quarters Levant	$5.00
The Man of Sorrows—Three-quarters Levant	5.00
The Myth in Marriage—Modeled	5.00
Nature—Alicia and Three-quarters Levant	5.00
Old John Burroughs—Three-quarters Levant	5.00
Respectability—Three-quarters Levant	5.00
Rip Van Winkle—Three-quarters Levant	5.00
White Hyacinths—Alicia, Three-quarters Ooze and Three-quarters Levant	5.00
A William Morris Book—Three-quarters Levant and Alicia	5.00
Woman's Work—Alicia	5.00
Crimes Against Criminals—Alicia	5.00
Good Men and Great—Three-quarters Pig-skin with Buckle	5.00
Famous Women—Boards	5.00

GARNETT AND THE BRINDLED COW

By Alice Hubbard—Price, $5.00

¶ Alice Hubbard's books mirror her personality. They reveal her clarity of thought, her clearness of vision, and that gentle, kindly nature with which she was endowed. *Garnett and the Brindled Cow* is one of Alice Hubbard's happiest books—a tale of mother-love, interestingly told. ¶ As an example of highest excellence in the art and craft of bookmaking, in both typography and binding, *Garnett and the Brindled Cow* is a marvel. ¶ It is printed in the Japanese fashion, on one side only of a double sheet. The paper is the famous French Handmade. The type is the renowned and distinctive Goudy hand-cut Kennerly. Title, initials and bands beautifully illumined by hand in three colors. Illustrated by four photogravures on handmade paper. Bound in Half-Morocco, with Marbled Morris Paper ends and side-sheets. Laced-in cover. Price, $5.00.

City of Tagaste—Alicia, Half-Ooze and Modeled Calf	$5.00
A Dog of Flanders—Three-quarters Levant	5.00
A Thousand and One Epigrams—Three-quarters Levant	5.00
Thomas Jefferson—Three-quarters Levant	5.00
Justinian and Theodora—Alicia and Three-quarters Levant	5.00
King Lear—Boards	5.00



WHITE HYACINTHS

By Elbert Hubbard—Price, $5.00

¶ To love truly and devotedly is the noblest and highest human endowment. *White Hyacinths* is the love-song of an ideal lover. It is Elbert Hubbard's tribute to Alice. ¶ "If I had but two loaves of bread I would sell one and buy white hyacinths with which to feed my soul." ☙ This book is a favorite with Roycrofters-at-large, and is worthy of a place on that special shelf with your more intimate and precious volumes. ¶ *White Hyacinths* is peculiarly a gift-book—for lovers and others. No book is there in all the world like this—the eloquent recital of a human yet divine love. Each copy of *White Hyacinths* bears Elbert Hubbard's signature. ¶ It is printed on Vellum and bound in Three-quarters Levant, laced-in cover, ends of Morris Marbled Paper—a truly gracious covering for noble thought. Price, $5.00.

The Rubaiyat—Modeled	$5.00
As You Like It—Alicia	7.50
Intellectual Life—Three-quarters Ooze	7.50
King Lear—Alicia	7.50
Woman's Work—Alicia	7.50

Postage Prepaid

WHITE HYACINTHS

By ELBERT HUBBARD

All the world loves a lover—*White Hyacinths* is a book of rare, sweet sentiment. It is Elbert Hubbard speaking out of the abundance of his heart—his tribute to the helpfulness, the inspiration, and the companionship of "a woman who understands."

Beautifully printed on English Boxmoor and bound in a super-special Modeled-Leather Binding. The initials are hand-illumined. Price, $10.00.

RESPECTABILITY

By ELBERT HUBBARD

In which Elbert Hubbard has somewhat to say of respectability—its rise and remedy. A gently satirical book, yet kindly and broad-minded withal.

Printed on Handmade Paper; special initials; text in a classic type; ends of Morris marbled paper; binding in Modeled Leather. Price, $10.00.

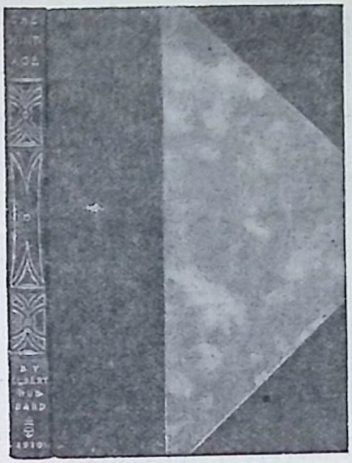
HEALTH AND WEALTH

By ELBERT HUBBARD

The same being Elbert Hubbard's recipe for these things.

Printed in two colors from special type on Vellum. Bound in Modeled Leather by Kranz. End-pieces—Morris marbled paper. Photogravure frontispiece of Elbert and Alice Hubbard in the Roycroft Office. Price, $10.00.

Postage Prepaid



THE MINTAGE

By Elbert Hubbard—Price, $10.00

¶ Being a collection of eleven short stories told in Elbert Hubbard's inimitable way. In virility of vision and forceful execution, these stories are unsurpassed. Elbert Hubbard plays on the emotions like a harpist on his instrument. Elbert Hubbard knew human nature, and in these vivid short stories he portrays it in many phases. *The Mintage* is a veritable textbook of human nature.

¶ Printed on Vellum with frontispiece portrait in photogravure of Elbert Hubbard. Bound in Three-quarters Levant, hand-tooled back, Morris paper sides and end-sheets.

Great Scientists (Book II)—Modeled	$10.00
An American Bible—Full Pig	10.00
Pig-Pen Pete—Full Pig	10.00
The Rubaiyat—Three-quarters Levant	10.00
Health and Wealth—Three-quarters Levant and Modeled	10.00
The Mintage—Three-quarters Levant and Modeled	10.00
Life Lessons—Three-quarters Levant and Mottled Calf	10.00
Friendship, Love and Marriage—Three-quarters Levant	10.00
A Dog of Flanders—Modeled	10.00
A Thousand and One Epigrams—Modeled	10.00
Formulas for Bookbinders	10.00
The Holly-Tree Inn—Three-quarters Levant	10.00
The Man of Sorrows—Mottled Calf and Modeled	10.00
Nature—Modeled	10.00
Maud—Three-quarters Levant	10.00
James Oliver—Three-quarters Levant	10.00
Respectability—Modeled	10.00
Rip Van Winkle—Three-quarters Levant	10.00
Song of Myself—Three-quarters Levant	10.00
Thoreau—Three-quarters Levant	10.00
White Hyacinths—Full Pigskin and Modeled	10.00
Woman's Work—Three-quarters Levant and Modeled	10.00
Crimes—Three-quarters Levant	10.00

PIG-PEN PETE

By Elbert Hubbard—Price, $25.00

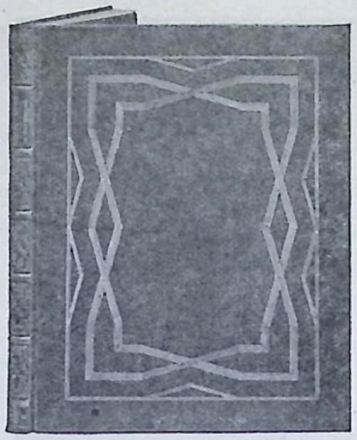
¶ Elbert Hubbard never wrote a book which gave him such reinforced-concrete satesfaction as *Pig-Pen Pete*. It is the story of a dog which was adopted by a sow, with twenty-two other merry tales of dogs, cats, chickens, guineas, horses, cows, calves, birds—and lobsters! The stories are full of fun and frolic—whimsically told as only the Fra knew how.

¶ Printed on Vellum. Hand-illumined initals and title-page. Wonderful modeled-leather binding. Profusely illustrated.

American Authors—Full Levant	$25.00
Friendship—Three-quarters Levant	25.00
An American Bible—Modeled Leather	25.00
Pig-Pen Pete—Modeled Leather	25.00
Health and Wealth—Full Levant	25.00
Essay on Self-Reliance—Full Levant	25.00
Love, Life and Work—Full Levant	25.00
Hamlet—Three-quarters Levant	25.00
Reading Gaol—Full Levant	25.00
The City of Tagaste—Three-quarters Levant	25.00
Contemplations—Three-quarters Levant and Pigskin	25.00
A Dog of Flanders—Full Levant	25.00
The Holly-Tree Inn—Full Levant	25.00
Thomas Jefferson—Full Levant	25.00
Justinian and Theodora—Full Levant	25.00
King Lear—Three-quarters Levant	25.00
The Law of Love—Full Levant	25.00
The Man of Sorrows—Modeled Leather and Full Levant	25.00
Nature—Full Levant	25.00
Respectability—Full Levant	25.00
Song of Myself—Full Levant	25.00
White Hyacinths—Modeled Leather and Full Levant	25.00
A William Morris Book—Full Levant	25.00
Famous Women—Three-quarters Ooze—Large	25.00
Famous Women—Three-quarters Levant—Large	25.00
Famous Women—Full Levant	25.00

THE MAN OF SORROWS
By Elbert Hubbard—Price, $50.00

¶ A simple, sincere, yet powerful and stirring narrative, wherein the author gives his honest impressions regarding the life of the noble and pathetic figure that walked Judea's streets two thousand years ago.
¶ Constructively, this book is a fine example of Roycroft Craftmanship, from both a typographical and a bookbinding viewpoint. It is clearly printed on Vellum and illumined by hand. The binding is Full Levant—one of the most beautiful and dignified bindings known. Price, $50.00.



CONTEMPLATIONS
By Elbert Hubbard—Price, $100.00

¶ This book was written by Elbert Hubbard in inspired moments, or, as he was fond of saying "in my lucid intervals." It contains the essence of the Roycroft Philosophy.
¶ The Roycrofters have made this book one of their most crafty, unique and peculiar creations in the matter of typography and binding. It is an achievement of which we are all justly proud. It is printed on Imperial Japan Vellum in two colors, richly illumined, bound in Full Levant. Price, $100.00.

Hollyhocks and Goldenglow—Full Levant	$30.00
The Man of Sorrows—Full Levant	30.00
Respectability—Full Levant	30.00
Life Lessons—Full Levant	35.00
Contemplations—Pigskin, Full Levant and Modeled Leather	35.00
The Man of Sorrows—Full Levant	35.00
The Roycroft Dictionary—Full Levant	40.00
Life Lessons—Modeled Leather	40.00
The Man of Sorrows—Full Levant	40.00
Garnett and the Brindled Cow—Full Levant	50.00
Formulas for Bookbinders—Three-quarters Levant	50.00
Joaquin Miller—Full Levant	50.00
The Man of Sorrows—Full Levant	50.00
Song of Myself—Full Levant	50.00
Ali Baba—Full Levant	50.00
Consecrated Lives—Full Levant	50.00
Garnett and the Brindled Cow—Full Levant	60.00
The Roycroft Dictionary—Full Levant	60.00
Friendship—Full Levant	60.00
Friendship—Modeled	60.00
The Book of Business—Full Levant	60.00
The Roycroft Dictionary—Full Levant	$ 70.00
Life Lessons—Full Levant	75.00
The Man of Sorrows—Full Levant	100.00
An American Bible—Full Pigskin	100.00
The Roycroft Dictionary—Full Levant	100.00
Friendship—Full Levant	100.00
Life Lessons—Full Levant	100.00
The Last Ride—Modeled	100.00
The Last Ride—Full Levant	100.00
The Rubaiyat—Full Levant	125.00
Woman's Work—Full Levant	125.00
The Book of Business—Full Levant	150.00
Life Lessons—Modeled	200.00
An American Bible—Full Levant	250.00
Friendship—Full Levant	250.00
Friendship—Modeled White	250.00
Life Lessons—Full Levant	250.00
Life Lessons—Jewels and Silver	250.00
Contemplations—Modeled	250.00
Famous Women—Modeled	250.00

Postage Prepaid

Roycroft Book-Hospital —to Cure Your "Sick" Books!

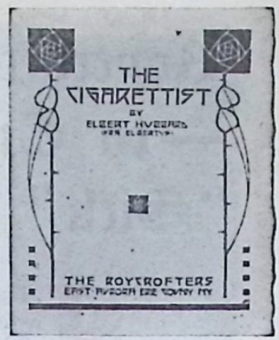
¶ This is to let the world know that we do a few things with our left hand which our right hand knoweth not; and being ambidextrous there is no jealousy between the members. ¶ We have always protected the beautiful books which we make with the best covering we could devise; but once a friend came along who had a choice old tome which we did n't make; he left it with us, we gave it our care, the result was a perfect book—and a happy owner. ¶ The pilgrims kept coming, and a Department evolved. ¶ So now there is a book-hospital—the only hospital we believe in, for here we can readily give new cords and sinews, bands and backs; in fact, no bit of tissue is so delicate that we can't build it up. ¶ Remember that our work is Art—Art that is long and your time is fleeting

Sample Prices:

PHILISTINES:	
Plain Boards, Leather Backs, with Covers and Ads	$ .75
LITTLE JOURNEYS:	
Plain Boards, Leather Backs, with or without Covers and Ads	1.50
Ooze-Sheep, Silk-Lined	2.00
THE FRA:	
Plain Boards, Leather Backs	2.00
Ooze-Sheep, Silk-Lined	3.00
Boards, Ooze-Calf Back and Corners	4.00
Above bindings of *The Fra* exchanged for monthly numbers at prices quoted.	
BOOKS IN SIZES UP TO OCTAVO:	
Ooze-Sheep, Silk-Lined	$ 2.50
Ooze-Calf, Silk-Lined. Turned Edge	4.00
Plain Boards, Leather Backs	2.50
Boards, Ooze or Plain Calf Back and Corners	4.00
Three-quarters Levant or Antique Pigskin	6.00 up
Levant, Antique Pigskin, or Modeled Calf	15.00 up
Full Parchment, Boards	10.00 up
Mending, Cleaning, Plate-Inserting and Jobs requiring more work than usual, extra charge	

It will cost very little to have well-loved books rebound.

The Roycrofters, East Aurora, New York State



Sixteen Elbert Hubbard Booklets

$1.00 postpaid

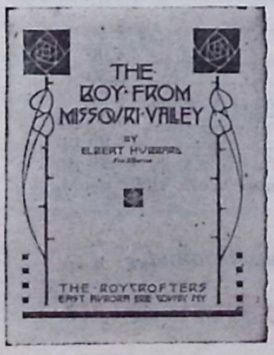
THESE Booklets were written by Elbert Hubbard in moments of inspiration, on subjects which seemed to him of vital importance to every thinking man. Hence you get a glimpse of Hubbard at his best from sixteen different angles.
Each book is short, epigrammatic—never of more than five thousand words.

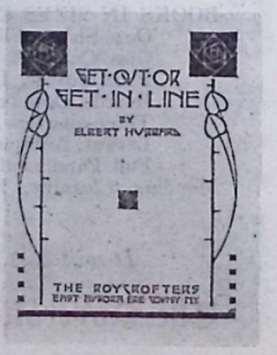
History of the Roycroft Shop
Get Out or Get In Line
The Cigarettist
The Closed or Open Shop
Chicago Tongue
Pasteboard Proclivities
Who Lifted the Lid Off of Hell?
A Message to Garcia
How I Found My Brother
Helpful Hints for Business Helpers
Help Yourself by Helping the House
The Hundred-Point Man
Courtesy
Thrift
The Boy From Missouri Valley
The Divine in Man

ATTENTION, BUSINESS HOUSES!

Special quotations in lots of 100 or 100,000 on any one booklet or combination of booklets that interests you. This is the best educational expenditure a business house can make for the benefit of its employees.

The Roycroft Shops, East Aurora, New York State





Roycroft Master Printers Want To Work For You

Roycroft Printers are Master Printers; many of them have won Prizes in International Competitions. All of them have creative genius, and they are encouraged to put Brain as well as Brawn into their work. When you want Printing done RIGHT, let us do it. Suggestions on request.

What We Will Print for You!

¶ *Correct Calling-Cards and businesslike Business-Cards*

¶ *Business Stationery that will not shriek or bite the hand of him who reads*

¶ *Appropriate Little Booklets; you furnish Text or we'll furnish Text, and No Extra Charge*

¶ *Private Compositions in Broadside Form—Poetry especially*

¶ *Greetings, Proclamations, Resolutions—Printed on Fine Vellum or Handmade Paper in one or more colors*

¶ *Personal Embossed Monogram Stationery*

¶ *Catalogs—that will not compete with the Mad Job-Printer's Dream of Luxury*

¶ *Envelope-Fillers—especially some of Elbert Hubbard's Mottoes—with your advertisement on them*

¶ *Private Books or Very Limited Editions*

¶ *Circulars, Posters, Illustrated Inserts of all kinds, Price-Lists*

¶ The Roycroft Printshop is situated in a Village and the Buildings and Equipment are paid for!

¶ The very large Book and Magazine Work that we do pays well for superior *superintendence.*

¶ Because of the vast quantity of Ink and Paper we use, we can *underbuy* nine Printers out of ten—!

¶ The Wage Scale is the same as in New York, Chicago, Boston—No higher! No lower!

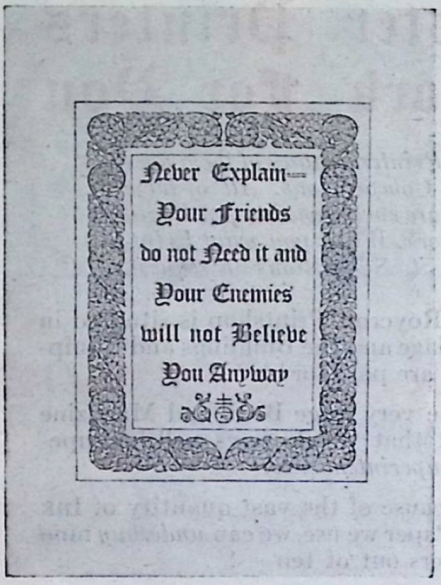
¶ Naturally, we attract high-grade Printers, because the man with Brains likes to use them and get away from the treadmill! We get the Pick of the Craft!

¶ Whether the work you have in mind is a letterhead, a little folder, a booklet, or a pretentious catalog, we are equipped with men, machinery and materials to serve you well.

¶ You will find Roycroft Prices compare favorably with the prices you pay now! You will find that we are as much interested in giving you good work as you are in receiving it.

No matter how Large the Order you send us—or how Small the Order—it will receive scrupulous attention—it will be printed by men who know their business; it will be delivered ON TIME

Address: **Superintendent of Printing,**
The Roycroft Shops, East Aurora, New York



Size, 11½ x 15¼ inches
Unillumined, 25 Cents; illumined, $1.00

Roycroft Mottoes *To Frame!*

¶ These Mottoes have been printed on high-grade paper in two colors, and some are hand-illumined—Order Several, frame them and hang them in your office or home where they will do you good!

Size, 7¼ x 10½ inches
Unillumined, 10 Cents; illumined, 15 Cents

Samples of Roycroft Mottoes Now *Ready!*

¶ Applaud us when we run, console us when we fall, cheer us when we recover, but for God's sake—let us pass on!

¶ Failure is only for those who think failure!

¶ Fences are only for those who can not fly.

¶ To escape criticism: Do nothing, say nothing, be nothing.

¶ Suppose you Be, not merely Seem.

¶ Recipe for having friends: Be one!

¶ There is so much good in the worst of us, and so much bad in the best of us, that it behooves all of us not to talk about the rest of us.

¶ They will talk anyway.

¶ Responsibilities gravitate to the person who can shoulder them; power flows to the man who knows how.

¶ The gossip habit is a disease. If you have gossip germs on your person, please disinfect before entering here. This place stands for head, hand and heart—for happiness, health and helpfulness.

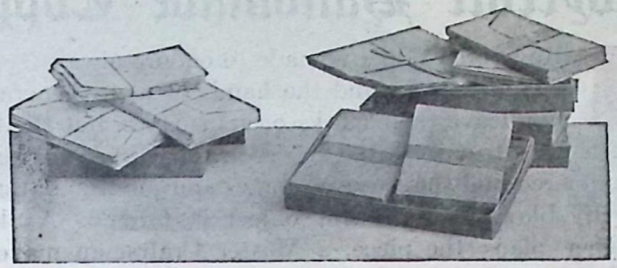
¶ Build strong.

¶ Never explain—your friends do not need it and your enemies will not believe you anyway.

ROYCROFT MOTTO BOOK 25c.

Sixty pages, containing some of the choicest mottoes, epigrams and orphics that have been published in "The Philistine" and "The Fra."

The Roycrofters, East Aurora, New York State



Roycroft Social Stationery and Correspondence Cards!

SOCIAL STATIONERY and Correspondence-Cards that are distinctively individual. The stationery is of Italian handmade paper, specially made to our order; paper, cards and envelopes all have four deckle-edges, characteristic of handmade papers. The colors are light brown, delicate gray, soft green, light blue and white.

¶ The paper is 6 by 7⅛ inches. The cards are 3¾ by 6 inches. The envelopes fit snugly.

¶ *Letter-paper and envelopes, $1.00 the box, postpaid.*

¶ *Correspondence-cards and envelopes, $1.00 the box, postpaid.*

The Roycrofters *Create* Business Letterheads!

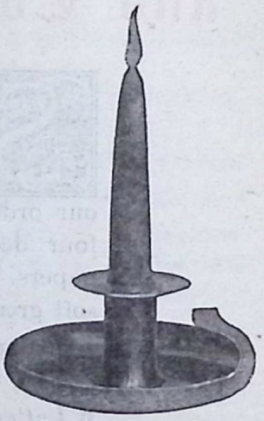
¶ The day of the stiff, stereotyped lithographed letterhead, with its ponderous flourishes and furbelows, is gone. No two business houses use the same style letterhead. There must be originality, individuality, and it is the business of the Composing Department of the Roycroft Printshop to create new designs in type or illustration for business stationery. *We will be glad to Submit Samples!*

The Roycrofters, East Aurora, New York State

Roycroft Handmade Copper

Roycroft Copper is made to endure always. Time will mellow it, and the hands of many generations may leave their marks on its surface, but the thing itself is indestructible. ¶ The crude rough sheet of copper is hammered and shaped over stakes and anvils. Patiently, blow by blow, the beautiful object is formed. A Skilled Designer plans the piece, a Master Craftsman makes it. ¶ All the wonderful copper tones are enriched and brought out. For contrast, and to emphasize the high lights, there is a suggestion of bronze-green in the shadows

CANDLESTICK
407—Price, $2.00

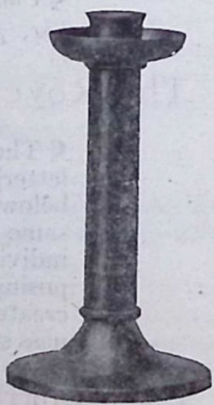


CANDLESTICK
405—4½ in. dia.
Price, $2.00.

CANDLESTICKS
403—8 in. high.
Price, $4.00 a pair.

SCONCE
402—9½ in. high.
Price, $3.00.

SCONCE
401—8 in. high.
Price, $2.50.



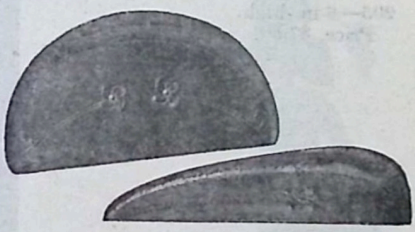
CANDLESTICK
406—6½ in. high.
Price, $6.00 a pair.

SERVING-TRAY
815—22 in. long. Price, $10.00.

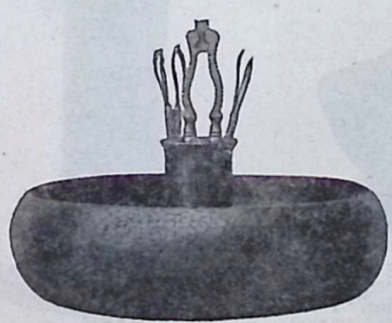
TEA-BELL
816—Price, $2.00

NUT-SET
801—Price, $12.00

NUT OR FRUIT BOWL
810—9 in. dia. Price, $10.00.



CRUMB-TRAY AND SCRAPER
802—Price, $3.00

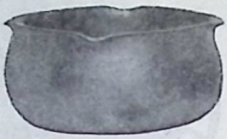


NUT-SET
809—Price, $8.00

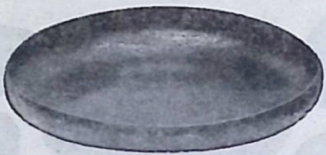
CHAFING-DISH
817—Price, $16.00

BOWL
214—4 in. dia.
Price, $2.50.

BOWL
216—7 in. dia. Price, $4.00.



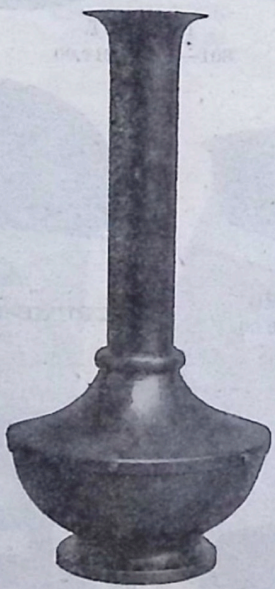
BOWL
215—4 in. dia.
Price, $2.50.



TURNED-EDGE TRAY
207—5 in. dia. Price, $1.00.

VASE
205—6 in high.
Price, $7.50.

VASE
208—6 in. high.
Price, $5.00.



VASE
201—19 in. high. Price, $15.00.
210—12 in. high. Price, 10.00.
211— 7 in. high. Price, 5.00.

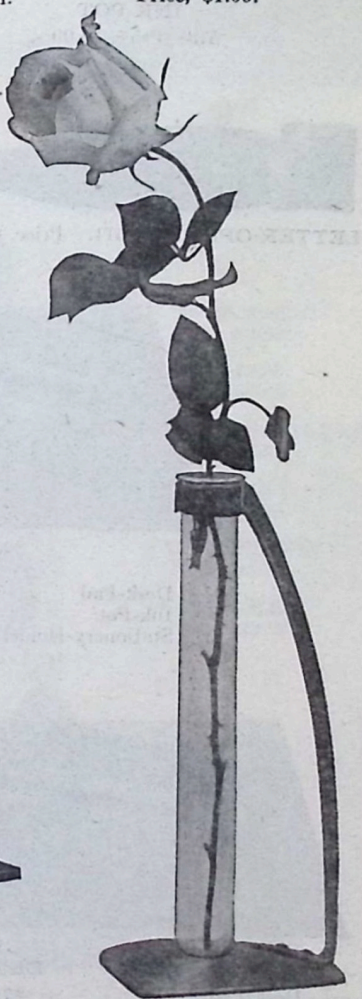
VASE
212—10 in. high.
Price, $10.00.

VASE
213—9½ in. high.
Price, $9.00.

WALL FLOWER-HOLDER
104—10½ in. over all.
Price, $2.00.

VASETTE
103—4 in. high.
Price, $.75.

VASETTE
101—4 in. high.
Price, $1.00.

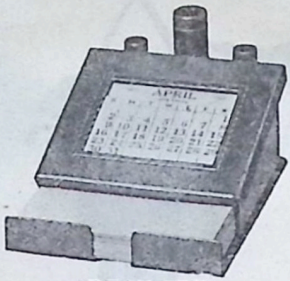


FLOWER-HOLDER
108—8 in. high. Price, $2.00.

VASETTE
102—4 in. high.
Price, $.75.

FLOWER-HOLDER
105—8 in. high.
Price, $2.00.

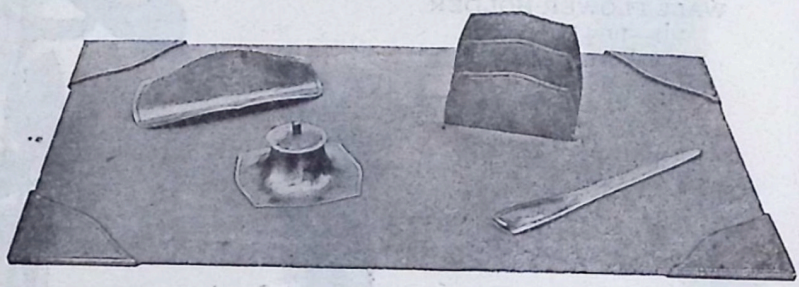
INK-POT
513—Price, $4.00



DESK-SET
512—Pen and Pencil Holder, Calendar, Memo-Pad and Stamp-Box. Price, $3.00.

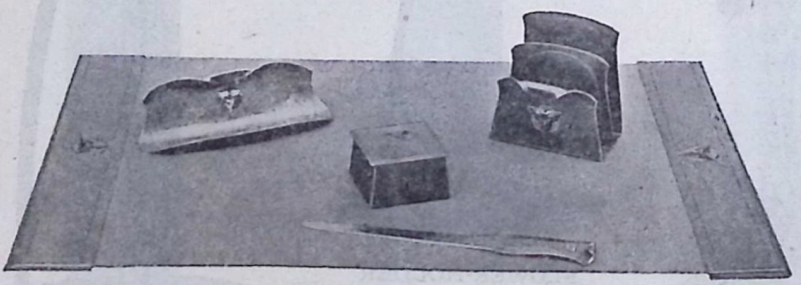
LETTER-OPENER—511. Price, $.75.

PEN-TRAY—505. Price, $2.00.



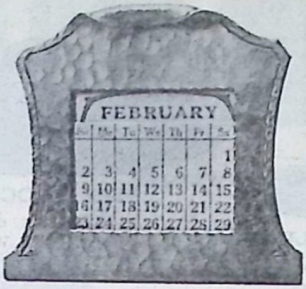
DESK-SET—701

Desk-Pad	$4.00	Pen-Tray	$ 1.00
Ink-Pot	3.00	Paper-Knife	1.00
Stationery-Holder	3.00	Complete	12.00

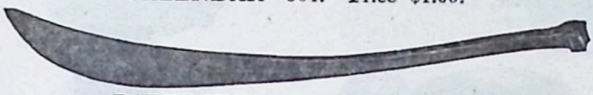


DESK-SET—703

Desk-Pad	$7.50	Pen-Tray	$ 2.00
Ink-Pot	3.50	Paper-Knife	1.50
Stationery-Holder	3.50	Complete	18.00

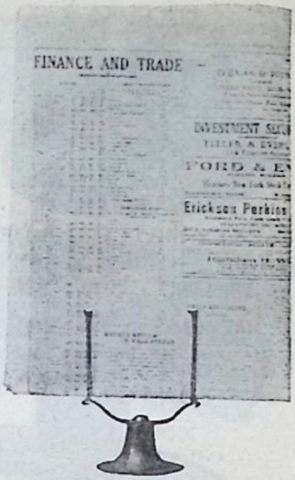


CALENDAR—504. Price $1.00.

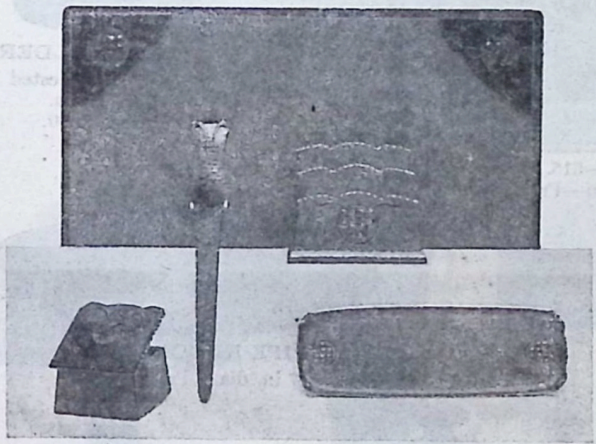


PAPER-KNIFE—507. Price, $.75.

PAPER-KNIFE—508. Price, $.50.



NEWSPAPER-HOLDER
510—Price, $1.50



704

DESK-PAD
Price, $10.00

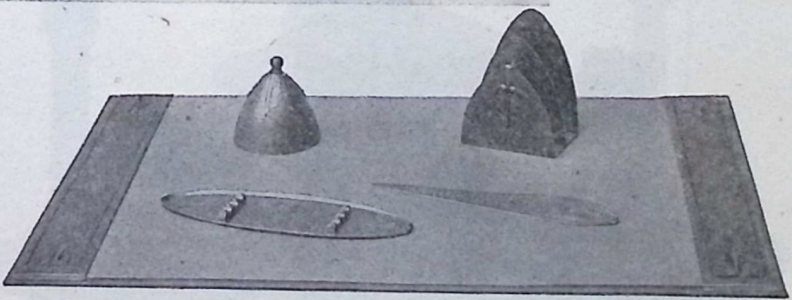
INK-POT
Price, $6.00

STATIONERY-HOLDER
Price, $5.50

PEN-TRAY
Price, $4.50

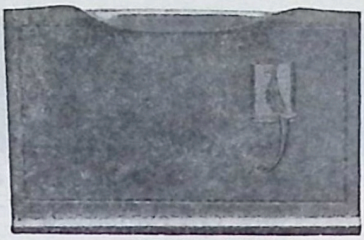
PAPER-KNIFE
Price, $2.00

COMPLETE
Price, $28.00



DESK-PAD	706. Price, $ 8.00	PEN-TRAY	706. Price, $ 2.50
INK-POT	" " 4.50	PAPER-KNIFE . . .	" " 1.50
STATIONERY-HOLDER	" " 3.50	COMPLETE	" " 20.00

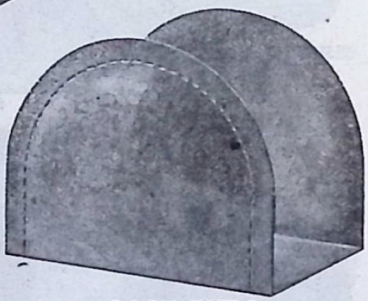
BOOK-ENDS
308—5 in. high.
Price, $3.00.



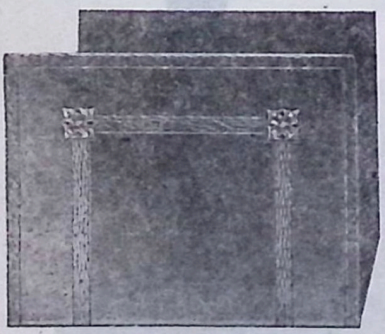
BOOK-ENDS
307—4 in. high. Price, $4.00.

BOOK-ENDS
306—5-in. high.
Wedgwood Medallions
Price, $10.00.

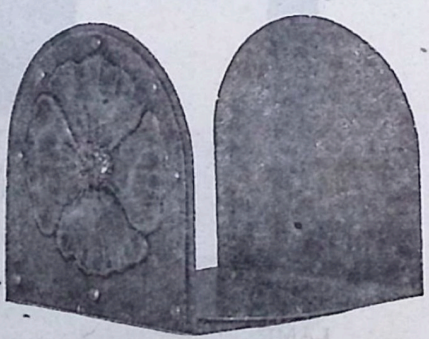
BOOK-ENDS
301—5 in. high. Price, $3.00.



BOOK-ENDS
302—3½ in. high. Price, $2.00.



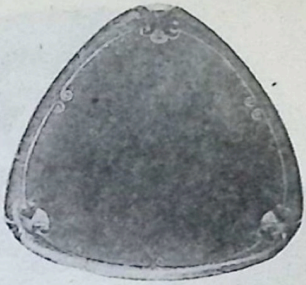
BOOK-ENDS
304—4½ in. high. Price, $3.50.



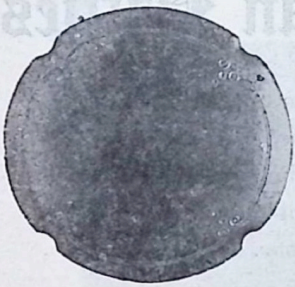
BOOK-ENDS
305—5½ in. high. Price, $4.50.

CARD-TRAY
1003-B—6 inches.
Price, $2.00.

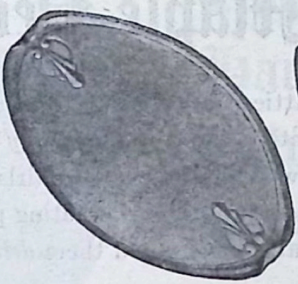
CARD-TRAY
1001-A—6 inches.
Price, $2.50.



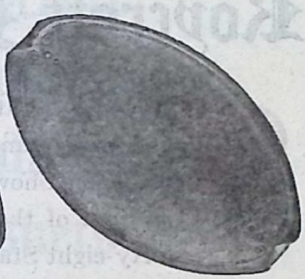
CARD-TRAY
1003-A—6 inches.
Price, $2.50.



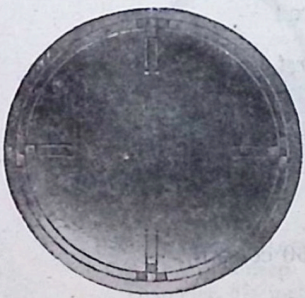
CARD-TRAY
1000-C—6 inches diameter.
Price, $2.00.



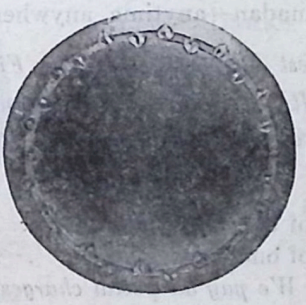
CARD-TRAY
1002-A— 7 inches long.
Price, $3.00.



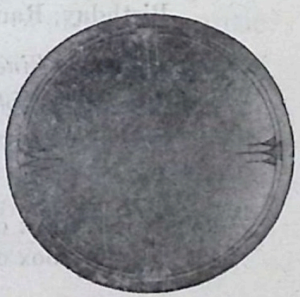
CARD-TRAY
1002-B—7 inches long.
Price, $2.00.



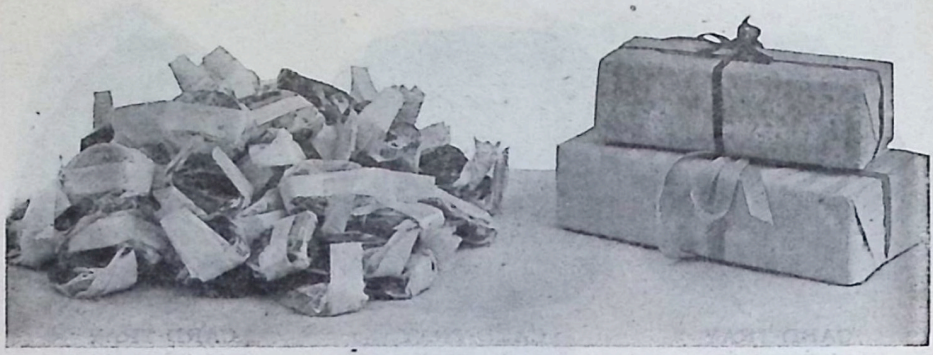
CARD-TRAY
1000-A—6 inches diameter.
Price, $1.50.



CARD-TRAY
1000-E—6 inches diameter.
Price, $2.50.



CARD-TRAY
1000-B—6 inches diameter.
Price, $1.50.



Cupid's Old College Chums—
Roycroft Maple-Pecan Patties

Roycroft "Patties" are absolutely pure and nutritious, and *any* quantity can not harm *any one!* They are made in a Snow-White Kitchen by Girls who have made *millions* of them! Discriminating people in all the forty-eight States have voted them *delicious.*

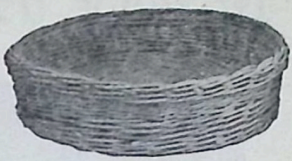
For the Lady of your Heart! For her Mother—or her Inquisitive Aunt! For omnipresent Little Brother! For her Father who wants to tell you about the Fish-that-got-away! For Grandfather who was at Gettysburg!!! For Thanksgiving, Xmas, New-Year's, Washington's Birthday, Ramadan—anytime, anywhere!

Made of Finest Maple-Syrup—The First Run of the Sap of Roycroft Maples—with a Generous intermingling of Choicest Pecans. Wrapped in Waxed Paper. Packed in Dainty Boxes.

A box of two dozen patties . . $1.00
A box of one dozen patties . 50 cents
We pay all postal charges

The Roycrofters, East Aurora, Erie County, New York

B-1002
SEWING-BASKET
3 inches deep
Diameter, 6 inches
Price, 75 Cents
3½ inches deep
Diameter, 9 inches
Price, $1.00



B-1003
SANDWICH-TRAY
2 inches deep
Diameter, 7 inches
Price, 50 Cents
A larger tray with handles
2½ inches deep
Diameter, 9 inches
Price, $1.00

B-1004—MARKET-BASKET
4 inches deep Diameter, 9½ inches
Price, $1.25
A bigger basket for $1.75
5½ inches deep Diameter, 12 inches

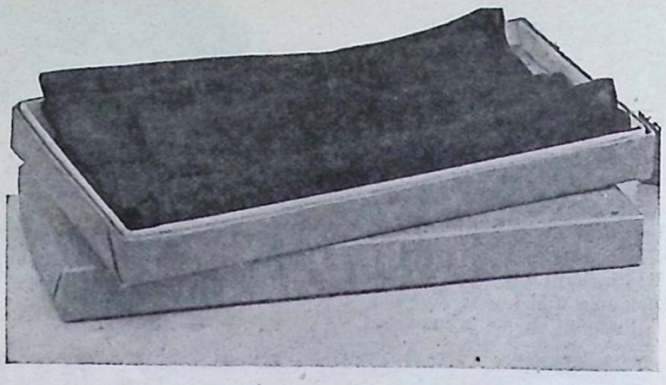
B-1001
PICK-ME-UP BASKET
3 inches deep
Diameter, 5½ inches
Price, 50 Cents

Roycroft Handmade Willow Baskets

Baskets Handmade by Roycroft Handmaidens from hand-picked Willow, that grows so gloriously along the banks of the Romantic Cazenovia. Light, strong and useful. Sturdily made and beautifully proportioned. Will last a lifetime. *Other Baskets of all sorts and sizes.*

Postage Prepaid

The Roycrofters, East Aurora, New York State



"A Byronesque Tie
A Twinkle in the Eye
And nothing to do 'till tomorrow!"

As a matter of fact, a Roycroft Tie is only a yard and a half of good Crepe-de-Chine, hand-hemstitched lovingly by Roycroft Girls.

¶ But it *symbols* Freedom! Freedom of Fashion in Dress that decides you must wear a polka-dot butterfly tucked inside a rubber collar—Freedom of Fashion in Thoughts—Freedom in planning How, When and Where you shall Go!

¶ Wear the Roycroft Tie and belong to the Brotherhood and Sisterhood of those who Think for Themselves! In brown, black, blue, gray, red, white and tan. Price, $2.00

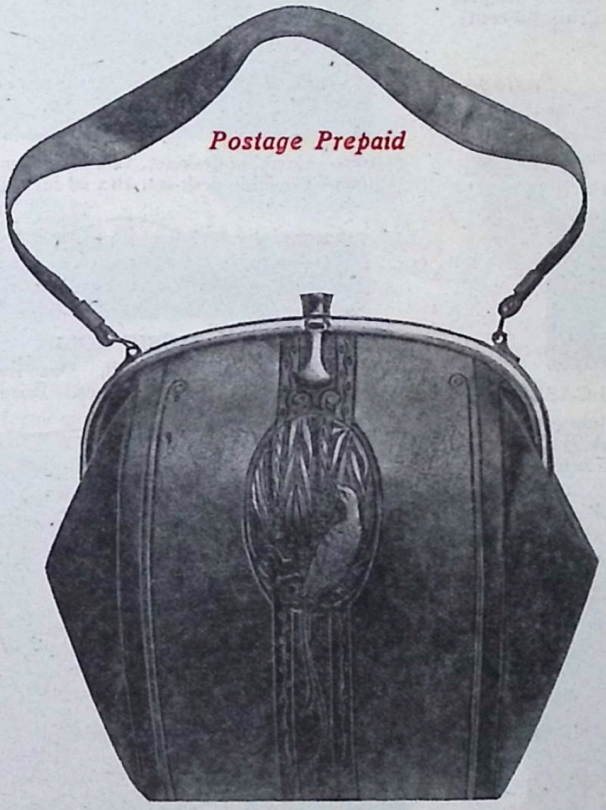
Postage Prepaid

The Roycrofters, East Aurora, New York State

Roycroft Modeled Leather

Modeled Leather was made by the Moors a thousand years ago. Specimens of their work, saddles, belts and scabbards, in the ornate fashion of the period, are well-preserved in Museums of the Old World. ¶ Some fifty years ago German designers revived the Art. It spread to France, England, thence to America. Roycroft Modeled Leather was introduced to the Elect more than twenty years ago ; the *First* Modeled Leather to be Made-in-America. ¶ Through a process of development The Roycrofters have gathered together a Guild of skilled Designers, Modelers, and Craftsmen who are Masters of the Art of Modeling and Coloring Leather. From this Leather they create useful and beautiful Articles for both Men and Women.

Postage Prepaid



HAND-BAG

2105-A—Hand-bag, cowhide. Gun-metal frame, soft handle, round bottom. Ooze-morocco lining, fitted with coin-purse and mirror in side pockets.
Size, 7½ x 7¼ inches. Price, $18.00.

GRIP-TAG

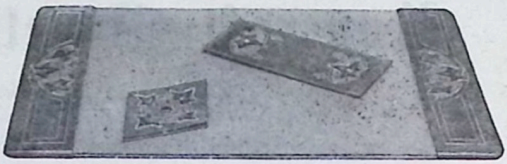
301—Grip-tag. Price, 75 cents.

302—Grip-tag, with flap-covering. Price, $1.00.

SCISSORS-CASE

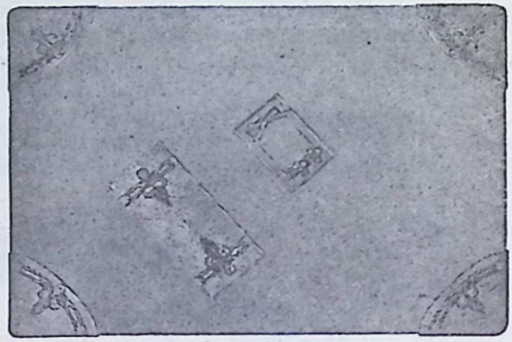
3001—Scissors-case. 3 designs. Price, 50 cents.

Postage Prepaid



DESK-SETS

1002—Cowhide desk-set, 12 x 19 inches. Price, $8.00.



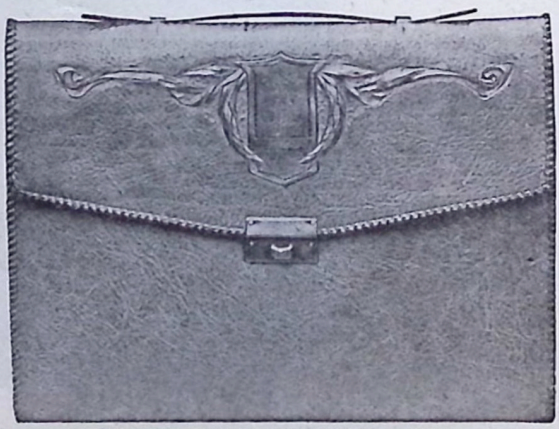
1001—Cowhide desk-set, 12 x 17 inches. Price, $4.50.
1003—Cowhide desk-set, 16 x 23 inches. Price, $6.00.

MUSIC-ROLL

2201—Cowhide music-roll. Ooze-leather lined. Size, open, 15 x 16 inches. Price, $6.25.

MATCH-CASE

102—Match-case. 3 designs, A, B & C. Price, 75 cents.



TRAVELERS' WRITING-CASE

2801—Travelers' cowhide writing-case. Laced-edge with detachable writing-pad. Size, closed, 11¾ x 9 inches. Size of pad, 8 x 11 inches. Price, $25.00.

MATCH-CASE

101—Match-case. 3 designs, A, B & C. Price, $1.00.

CIGAR-CASE

1502—Calfskin cigar-case. Leather-lined, with gussets. Size, 6 x 4¼ inches. Price, $4.50.

Postage Prepaid

FRAME-PURSE

502—Cowhide frame-purse. Price, $1.50.

CARD-CASE

1201—Calfskin card-case. Size, closed, 2¾ x 4 inches Two designs. Price, $1.00.

CIGARETTE-CASE

902—Calfskin cigarette-case. Leather-lined. Holds 20 cigarettes. Price, $5.00.

CIGARETTE-CASE

901—Calfskin cigarette-case. Hand sewed. Leather-lined. Holds 10 cigarettes. Price, $3.75.

CIGAR-CASE

1503—Cowhide cigar-case. Size, 5 x 3¼ inches. Price, $4.25.

1504—Cowhide cigar-case. Size, 6¼ x 3¾ inches. Price, $5.00.

CIGAR-CASE

1501 — Calfskin cigar-case. Leather-lined, with gussets. Size, 5½ x 3½ inches. Price, $3.75.

SADDLE-PURSE

501—Calfskin saddle-purse. Price, $2.50.

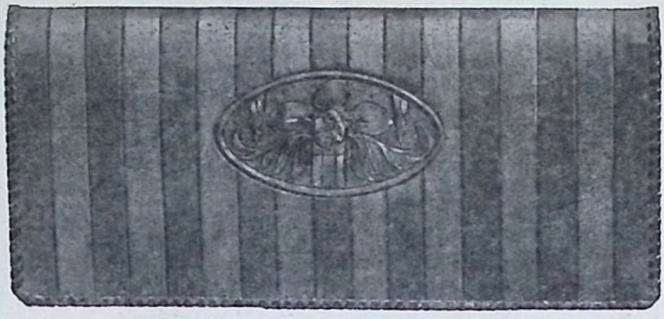
CARD-CASE

1202—Calfskin card-case. Size, 2½ x 3½inches. $1.25.

1203—Calfskin card case. Size, 3 x 4 inches. $1.50.

1204—Calfskin card-case. Size, 3 x 4½ inches. $1.75.

WATCH-FOB
201—3 designs
Price, 50 cents



COWHIDE WALLET
1105—Cowhide Wallet, two gusset pockets, two flat pockets.
Size, closed, 8½ x 4½ inches.
Calf-lined, laced-edge, gray coloring only.
Price, $10.00.

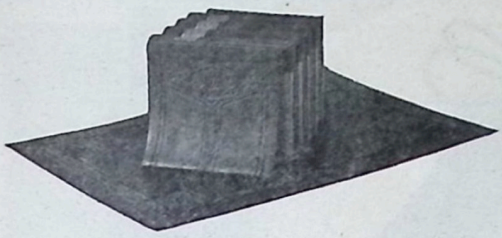
CALFSKIN BILL-BOOK
1101—Calfskin Hip-Pocket Bill-Book.
Two-fold, leather-lined, four flat pockets, secret bill-pocket
Size, closed, 4 x 4¼ inches
Price, $6.25

CALFSKIN WALLET
1104—Calfskin Wallet, four flat pockets, calf-lined, laced-edge.
Size, closed, 4 x 6½ inches.
Price, $9.00.

Postage Prepaid

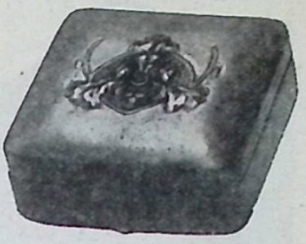
CALFSKIN BILL-FOLD
1107—Calfskin Bill-Fold.
Size, closed, 2¾ x 3¾ inches.
Price, $2.50.

CALFSKIN BILL-BOOK
1102—Calfskin Bill-Book, three-fold, two flat pockets, secret bill-pocket, pass-case in center, silk-lined.
Size, closed, 4½ x 3¼ inches.
Price, $6.00.



BOOK-ENDS

1901—Cowhide book-ends, 5 inches high.
Shown on mat No. 2021.
Price, $6.50.



JEWEL-CASE

3101—Calfskin jewel-case.
Ooze-morocco lining.
Size, 1¾ x 4 x 4 inches.
Price, $7.50.

KODAK-ALBUMS

1401—Cowhide kodak-album.
Size, closed, 10¾ x 7¼ inches.
Mounting space, 7 x 9 inches, 25 sheets.
Price, $6.50.

1402—Cowhide book-ends.
Size, closed, 11¾ x 8¼ inches.
Mounting space, 8 x 10 inches.
Price, $7.50.

NAPKIN-RING

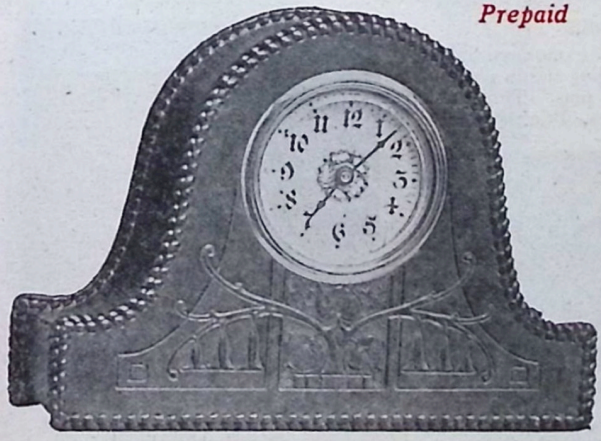
401—Cowhide napkin-ring.
Price, 75 cents.

PHOTO-FRAMES

1301-A—Calfskin photo-frame.
Size of opening, 3½ x 5½ inches.
Price, $4.50.

1301-B—Calfskin photo-frame.
Same size. No modeling.
Price, $3.50.

Postage Prepaid



2401—Calfskin clock, laced-edges.
Size, 6 x 4½ inches.
Price, $7.50.

2402—Calfskin clock, laced-edges.
Size, 4 x 5 inches.
Price, $6.50.

CLOCKS

COLLAR-BOX

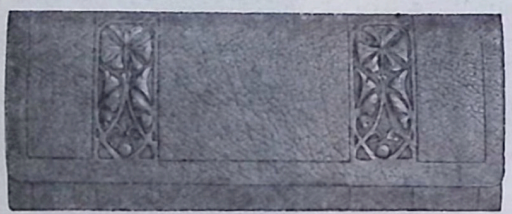
2901—English calf collar-box, moire silk lining. 8 inches in diameter. Pocket for buttons and studs. Price, $12.00.

WATCH-FOB

203-A—Watch fob. Price, $1.00.

VEST-POCKET CARD-CASE

1205—Calfskin. Price, $2.50.

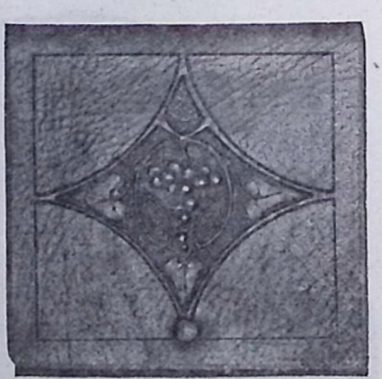


NECKTIE-CASE

2301—Cowhide necktie-case, ooze-morocco lining. Two end flaps, straps for holding ties in place. Place for buttons, studs and pins. Three-fold Size, closed, 6½ x 14½ inches. Price, $12.00.

MANICURE-CASE

1601—Folding manicure-case, ooze-morocco lining. Fitted with pearl handle instruments, 5 pieces. Size, 3¼ x 6¾ inches. Price, $9.50.



HANDKERCHIEF-CASE

601—Cowhide handkerchief-case. Ooze-leather lined. Size, 6 x 6 inches. Price, $5.00.

MEMO-BOOK

701—Calfskin.
Size, 2½ x 3½ inches.
Price, $1.25.

ENVELOPE-PURSE

2103-A—Calfskin envelope-purse, with moire silk lining. Fitted with coin-purse, mirror, memo-slate and pencil.
Size, 3¾ x 8 inches.
Price, $11.50.

Postage Prepaid

HAND-BAG

2104—Cowhide hand-bag, laced-edge, strap-handle, ooze-morocco lining.
Coin-purse and mirror.
Size, 6¾ x 7½ inches.
Price, $8.75.

HAND-MIRROR

2501—Calfskin hand-mirror. Laced-edge, beveled plate glass.
Size, 6¼ x 11¾ inches.
Price, $12.00.

CHILDREN'S BAG

2106—Children's cowhide bag, laced-edge, strap-handle, ooze lining.
Coin-purse in pocket.
Size, 5 x 6 inches.
Price, $6.00.

2101—Hand-bag, cowhide, laced-edge.
Gray coloring only.
Gun-metal frame. Soft ribbon-effect handle.
Gray ooze-morocco lining.
Fitted with coin-purse and mirror in pockets.
Round bottom. Size, 7¼ x 8½ inches.
Price, $20.00.

COWHIDE HAND-BAG

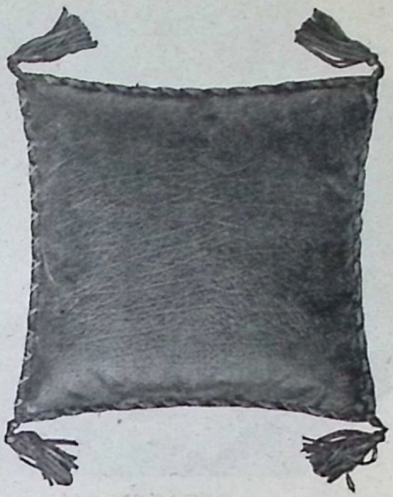
2100—Hand-bag, calfskin, laced-edge.
Frame is hand-wrought and set with a green jade.
Ooze-Morocco lined, fitted with coin-purse
and mirror in side pockets.
Braided handle. Price, $35.00.

Postage Prepaid

CALFSKIN HAND-BAG

MODELED-LEATHER PILLOW

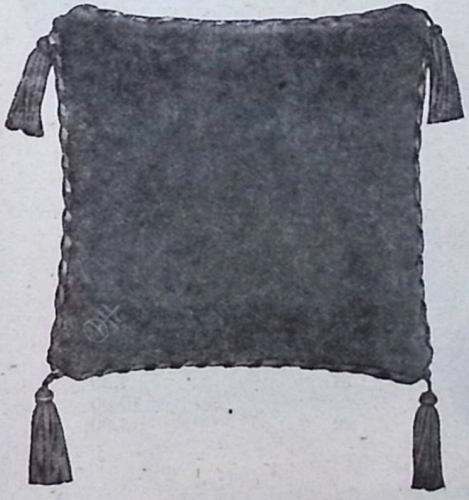
2601—Cowhide, modeled, laced-edge.
Size, 20 x 20 inches.
Price, $12.50.



ANTIQUE-LEATHER PILLOW

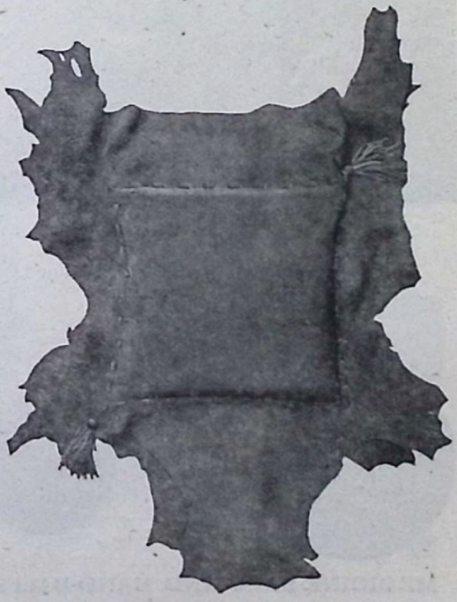
2604—Antique-leather pillow, laced-edge.
Size, 20 x 20 inches.
Price, $8.50.

Postage Prepaid



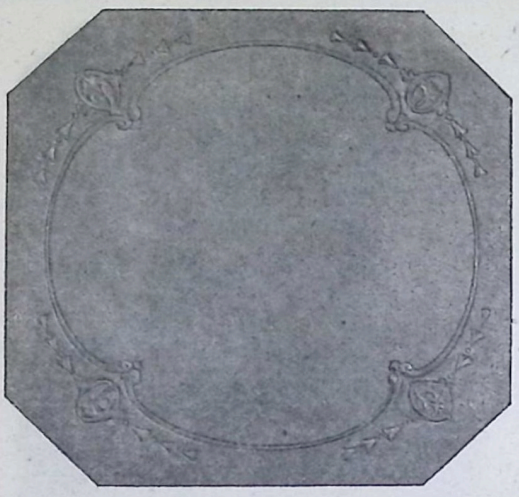
SOFT-LEATHER PILLOW

2603—Soft-leather pillow, laced edge.
Various colors. Size, 20 x 20 inches.
Price, $8.50.



WHOLE-SKIN PILLOW

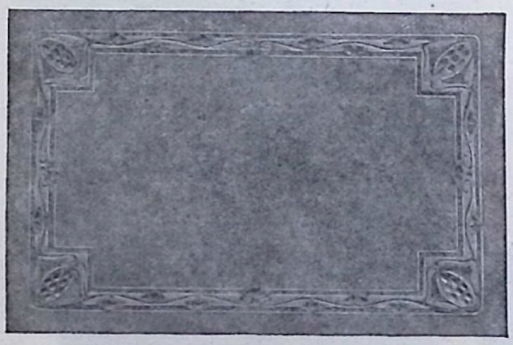
2605—Two whole skins laced over a fluff pillow.
Various colors. Size, 20 x 20 inches.
Price, $8.50.



OCTAGON MAT

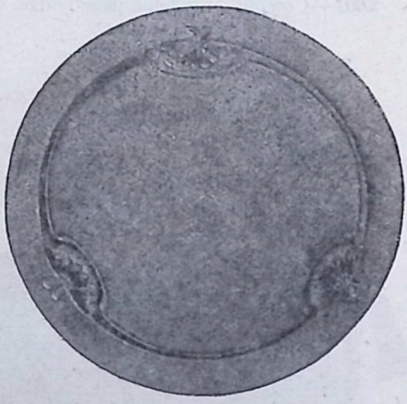
2010—Octagon cowhide mats, ooze-lined. Gray coloring only. One design.

SIZES	PRICES
6 inches	$ 1.25
8 "	1.75
10 "	2.50
12 "	3.50
15 "	5 00
18 "	7.50
20 "	10.00
22 "	15.00



OBLONG MAT

2021—Oblong cowhide mat, ooze-lined.
Size, 12 x 18 inches.
Price, $7.50.



ROUND MAT

2001, 2002 and 2003. Three designs—
Round cowhide mats, ooze-lined.

SIZES	PRICES
6 inches	$ 1.25
8 "	1.75
10 "	2.50
12 "	3.50
15 "	5.00
18 "	7.50
20 "	10.00
22 "	15.00

MEDICINE-BALL AND HAND-BALLS

Hand-balls can also be used for Indoor Baseball.

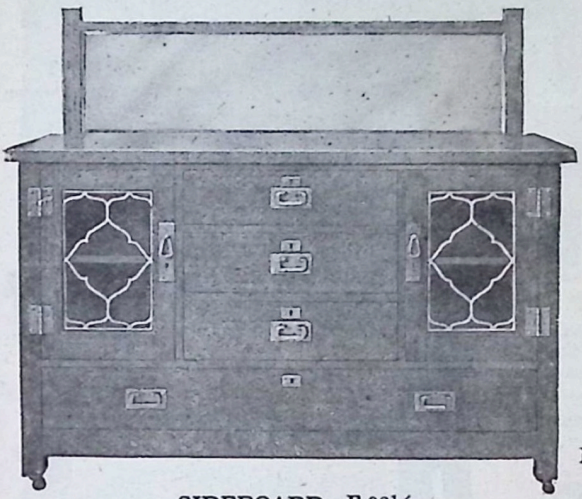
2701	Weight, 3 lbs.	$4.00
2702		1.00
2703		.50

Postage Prepaid

Roycroft Furniture

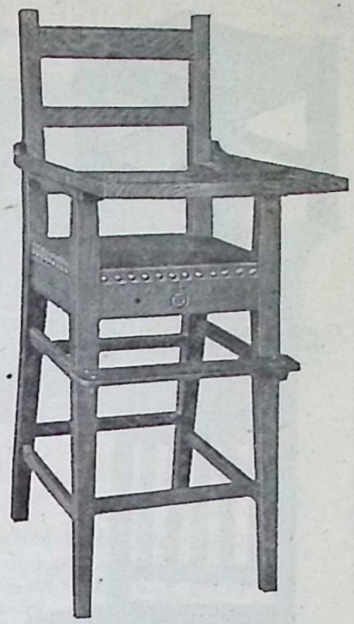
is made of solid wood—no veneer. We use only the best grade of quarter-sawed oak and African or Santo Domingo mahogany. The oak is finished in our own weathered finish, a combination of stain, filler, and wax polish. The mahogany is finished in exactly the same way, except that the soft, red tones of the natural wood are preserved.

PRICES, F. O. B. EAST AURORA



SIDEBOARD—F-02½

60 inches wide 25 inches deep 38 inches high to top of shelf
Plate-glass mirror, 14 x 54 inches. Coppered-glass panel doors
Oak, $85.00 Mahogany, $105.00



HIGH CHAIR—F-036

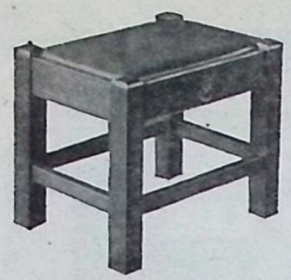
Oak, $12.50 Mahogany, $15.00
No extra charge for carving Baby's name on the top crossbar

CHINA-CABINET AND SERVING-TABLE COMBINED—F-08

42 inches wide 20 inches deep 38 inches high to shelf
Panels in doors clear crystal glass, set in copper
Oak, $42.00 Mahogany, $50.00

DINING-CHAIR—F-025

18 inches wide 17 inches deep
20-inch back
Oak, $11.00 Mahogany, $13.50



FOOTSTOOL

F-099—12 inches wide
17 inches long 14½ inches high
Oak, $7.00 Mahogany, $8.00

READING-TABLE AND BOOKSHELVES

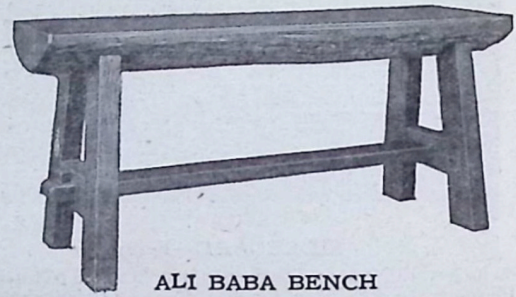
F-022—15 x 26 inches at top 30 inches high
Oak, $15.00 Mahogany, $18.75

TABOURET

F-050½—12 x 12 inches top
19 inches high
Oak, $5.00
Mahogany, $6.25

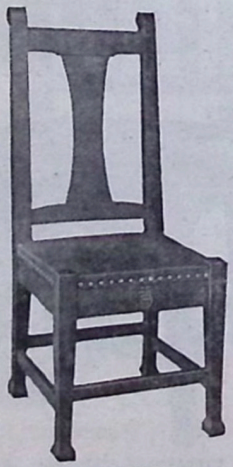
CHILD'S ROCKER

F-020—16¼ inches wide 15 inches deep
18½-inch back
Oak, $8.00 Mahogany, $10.00



ALI BABA BENCH

F-046—42 inches long 11 inches wide 19½ inches high
The seat is a polished oak or ash slab with the bark left on the under side. Oak, $10.00



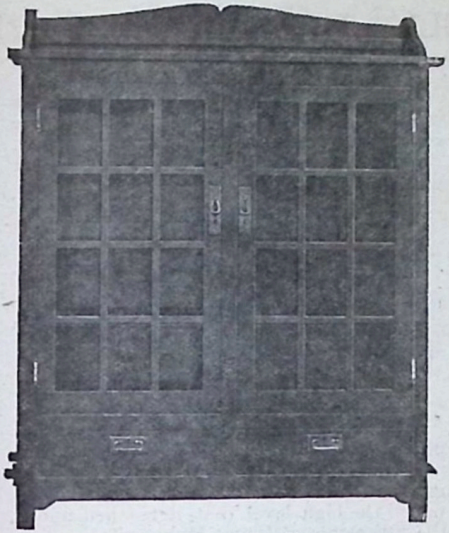
LIBRARY-CHAIR

F-030—17 inches wide 16½ inches deep
17½ inches high 26-inch back
Oak, $11.00 Mahogany, $13.50

Ask us to send you Free—a large Roycroft Furniture Catalog, Pricing and Picturing the entire line

STRADDLE-CHAIR

F-029—11 inches wide 21½ inches deep
Arm-rest 17 inches above seat
Oak $12.50 Mahogany, $15.50



BOOKCASE—F-082

52 in. wide 62 in. high 13½ in. deep
Oak, $50.00 Mahogany, $60.00

ARM-ROCKER—F-009

Size of seat is 24½ x 24½ inches
Back is 28 inches high above seat
Oak, $45.00 Mahogany, $50.00

ARMCHAIR—F-008

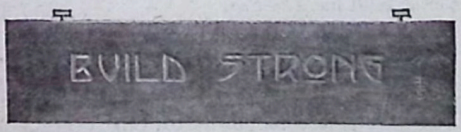
To match the above. Prices the same

LADIES' WRITING-DESK—F-091

36 in. wide 18 in. deep
46 in. high over all
Oak, $35.00 Mahogany, $42.00

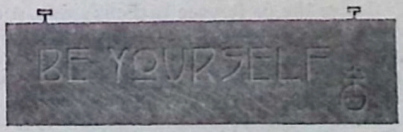
CHESS AND LIBRARY TABLE

30 inches high 28 x 28 inches
Inlaid Ebony and White Holly. One drawer
Mahogany, $35.00



CARVED SLAB MOTTO

Furnished with two chains of three links each
9 or 10 x 42 inches. Ash only. Price, $5.00



CARVED BOARD MOTTO

Size, 5¼ x 19½ inches
Price, $2.00

What Famous Americans Say About The Fra!

HUGH CHALMERS
CHALMERS MOTOR CO.
DETROIT, MICH.

The Fra, I consider very good. The editorials and other articles in the past few issues have certainly had the "punch" in them.

HUDSON MAXIM
BROOKLYN, N. Y.

You are of the blood royal and the aptest pupil of the Hubbard school. By consequence, *The Fra* is still *The Fra*, and as rich as ever in truth-telling, heart-touching mirth and wisdom.

F. D. UNDERWOOD
PRESIDENT ERIE RAILROAD
50 CHURCH STREET, NEW YORK CITY

Enclosed herewith is a check in your favor for $4.00 to cover the cost of two subscriptions to *The Fra;* one for me and one for a friend.

LUTHER BURBANK
SANTA ROSA, CAL.

I have always considered it one of the best educational magazines published—in fact, an education by itself. I have been greatly pleased with the editorials of late. Felix is a "Buster."

ELLA WHEELER WILCOX
GRANITE BAY, SHORT BEACH, CONN.

I think *The Fra* is very artistic and most attractive. Its editorials seem full of life and vim.

DAVID STARR JORDAN
STANFORD UNIVERSITY, CALIFORNIA

I read *The Fra* with great interest. The articles are vigorous and sound. Especially impressive is Felix's little visit to the poet Viereck.

STRICKLAND GILLILAN
ROLAND PARK, MD.

I am terribly and I-told-you-so-istically proud of what people are saying about you and your work for the new *Fra*. I am one of the seven or eight thousand brilliant souls who would have discovered you if so many others had n't discovered you first.

MICHAEL MONAHAN
EDITOR, "THE PHOENIX"
SOUTH NORWALK, CONN.

I give the preference to Felix's own stuff. He is young and fresh and unsophisticated—also, thank God, Irish: these qualities are delightful since they are backed up by real ability. His genuine humor and horse-sense make an agreeable combination that recalls Elbert Hubbard himself.

WINIFRED SACKVILLE STONER

Congratulations on *The Fra*. I like its dress immensely and especially I like the substance inside. I subscribed for *The Fra*. Be sure to send it to my Home address. I want it all to myself.

GEORGE V. HOBART
PELHAM MANOR, N. Y.

Jove—how that boy, Felix, can write!

WILLIAM MARION REEDY
EDITOR, "REEDY'S MIRROR," ST. LOUIS, MO.

Felix gets his stuff over with both force and grace. Fine Life and Verve.

JOHN H. PATTERSON
PRES'T, NATIONAL CASH REGISTER CO

When Elbert Hubbard died it seemed the most natural thing that *The Fra* should also pass away. It has been a great delight to me that *The Fra* still lives and has maintained the high level that it reached under the Editorship of Elbert Hubbard.

HON. JOHN BARRETT

May I add my increasing good opinion of *The Fra* as a magazine that has real quality and personality? Out of each issue I get additional pleasure and satisfaction.

RAY STANNARD BAKER

Felix has indeed the rare art of making one feel that whatever he says comes straight out of his essential nature.

WM. SULZER
EX-GOVERNOR N. Y. STATE

The Fra is all right, and so is Felix! Keep it going! It fills the want! Put my name on your subscription list. I want to keep in touch with you.

EUGENE V. DEBS

Felix Shay has the genius of successful magazine management. He believes in giving all sides a fair hearing; in preserving his poise and his prestige through his independence.

NATHAN STRAUS

Your article about Brandeis I have read with great interest. It has the right ring to it and is well written.

I enclose my check for $2.00 for which please send me *The Fra*.

HORACE FLETCHER

There was a Felix Shay to follow an Elbert Hubbard, and it is a compliment to Felix to say that he is going Elbert "one better" and a compliment to Elbert also, for he did much to develop Felix.

The Fra ELBERT HUBBARD, *Publisher* FELIX SHAY, *Editor* $2 a Year

THE FRA

FOR PHILISTINES
AND ROYCROFTERS

NOVEMBER 1916

DAVID JAYNE HILL
BOLTON HALL
SCOTT NEARING
DR FRANK CRANE
ED. HOWE
MARGARET ASHMUN

ELBERT HUBBARD · FOUNDER
EAST AURORA · · NEW YORK

Give Your Friend "The Fra" You Keep the Book—Both $2.00

FOR CHRISTMAS give your particular friend a subscription to *The Fra* for the year 1917. It will be an Unusual Gift, because *The Fra* is an Unusual Magazine. The beautiful Roycroft Book which is given gratis with a *Fra* Subscription, we will forward to your Friend, to You, or to any address suggested by you.

¶ Your Friend will like *The Fra*, will appreciate the fact that "it 's the most beautiful magazine in America," will like the Editorials that talk "human," will like the Articles by important Men and Women, that are understandable, that discuss interesting subjects; will like *The Fra*, because it is NOT a "Popular" Magazine. *The Fra* is only popular with people who think with their Heads. It 's FREE SPEECH in Magazine Form—*The Fra*.

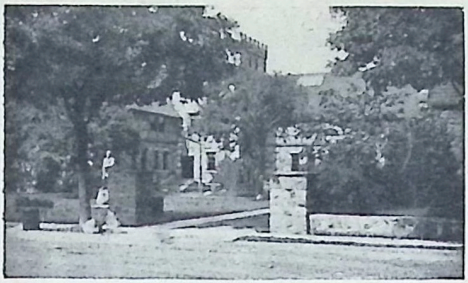
¶ Will you subscribe for your friend?

SELECT THE PREMIUM BOOK FROM THIS LIST

In Memoriam
The Man of Sorrows
The Philosophy of Elbert Hubbard
The Romance of Business
Reddy Ringlets
Three Great Women
Rubaiyat
Any One Volume of Little Journeys (*See p. 5*)
Pig-Pen Pete
Roycroft Dictionary

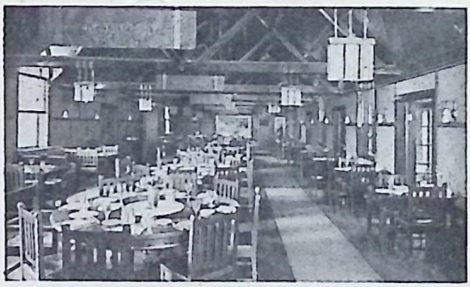
Make Your Remittance to The Fra, East Aurora, New York

WHEN ARE YOU COMING TO ROYCROFT?



THE MAIN SHOP

THE CHAPEL



THE DINING-ROOM

THE BINDERY

¶ You have heard much of the Roycroft; you know it is a place worth seeing; that it is visited by many illustrious people each year. You have often said to yourself that sometime you must pay us a visit. Yes, sometime but—

¶ That sometime has never come to you, yet! Make it definite. Don't say: "I can't get away." "I've made other plans." You'll never get here at that rate. Pack your suitcase and come along.

¶ A beautiful Inn invites you, intelligent companionship, jolly times; charming country, woods and glens, great stretches of fine fields, a winding stream. Horses for riding, Automobiles, Farm, Camps, dances in the Grove and at the Inn, out-of-door frolics. Old clothes or not, as you please. Mix, or hold your peace. All that makes up a life of wide-awake interest, cultured endeavor. Freedom from petty restraints. That's Roycroft.

¶ Some people have the idea that to gain admittance to the Roycroft Inn one must be a "Roycrofter," or a Republican, a Freethinker, a Socialist, a Suffragette, or a Jimmy-kite—that there are Passwords, Secret Signs and What-Not.

¶ Fact is, the Roycroft Inn is an INN—and we welcome the Wayfarer whatever his Faith, Creed or previous condition of Servitude, and regard him as a Friend while he stays here—and afterward!

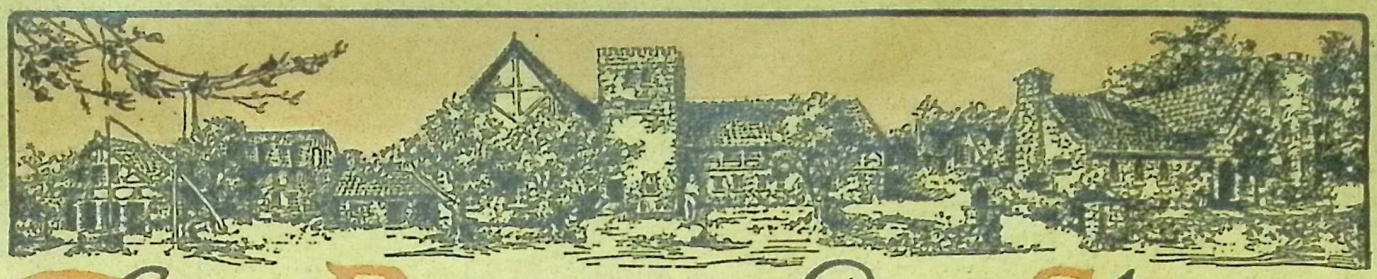
¶ East Aurora is thirty minutes from Buffalo on the Pennsylvania Railroad. Automobiles meet the trains. A fine brick boulevard runs all the way from Buffalo to East Aurora, to speed on Autoists.

¶ You're expected any time.

Rates, $2.50 a day and up
American Plan---Satisfying Meals
Out-of-Door Sleeping-Rooms

Write For Beautiful Free Booklet

The Roycroft Inn, East Aurora, N. Y.



The Roycroft Shops

East Aurora New York

WHAT THEY SAY ABOUT THE *NEW* FRA

HUGH CHALMERS
CHALMERS MOTOR CO.
DETROIT, MICH.

The Fra, I consider very good. The editorials and other articles in the past few issues have certainly had the "punch" in them.

HUDSON MAXIM
BROOKLYN, N. Y.

You are of the blood royal and the aptest pupil of the Hubbard school. By consequence, *The Fra* is still *The Fra*, and as rich as ever in truth-telling, heart-touching mirth and wisdom.

F. D. UNDERWOOD
PRESIDENT ERIE RAILROAD

Enclosed herewith is a check in your favor for $4.00 to cover the cost of two subscriptions to *The Fra;* one for me and one for a friend.

LUTHER BURBANK
SANTA ROSA, CAL.

I have always considered it one of the best educational magazines published—in fact, an education by itself. I have been greatly pleased with the editorials of late. Felix is a "Buster."

ELLA WHEELER WILCOX
GRANITE BAY, SHORT BEACH, CONN.

I think *The Fra* is very artistic and most attractive. Its editorials seem full of life and vim.

DAVID STARR JORDAN
STANFORD UNIVERSITY, CALIFORNIA

I read *The Fra* with great interest. The articles are vigorous and sound. Especially impressive is Felix's little visit to the poet Viereck.

STRICKLAND GILLILAN
ROLAND PARK, MD.

I am terribly and I-told-you-so-istically proud of what people are saying about you and your work for the new *Fra*. I am one of the seven or eight thousand brilliant souls who would have discovered you if so many others had n't discovered you first.

GEORGE V. HOBART
PELHAM MANOR, N. Y.

Jove—how that boy, Felix, can write!

MICHAEL MONAHAN
EDITOR, "THE PHOENIX"
SOUTH NORWALK, CONN.

I give the preference to Felix's own stuff. He is young and fresh and unsophisticated—also, thank God, Irish: these qualities are delightful since they are backed up by real ability. His genuine humor and horse-sense make an agreeable combination that recalls Elbert Hubbard himself.

WILLIAM MARION REEDY
EDITOR, "REEDY'S MIRROR"

Felix gets his stuff over with both force and grace. Fine Life and Verve.

My dear Roycrofter:

Permit me to hand you your copy of the New Roycroft Catalog - just off the press. You will find certain Books listed for the FIRST TIME - and an abundance of "Handmade" Articles that you will want to put on your Xmas Lists - !

* * * * *

But if you want to warm the cockles of our Hearts toward you - send to one of your Friends for a Xmas Present a Subscription to The FRA Magazine, for 1917.

We'd rather you would send us ONE New $2 Subscription to The FRA than a $4 order for Copper or Leather Goods!

Does that sound strong enough!

Why do we want you to send us one Fra Subscriber?

Because we have a GREAT Magazine, and it deserves double the circulation! - 100,000. The only way that we can get a larger circulation is for each Roycrofter on The FRA "List" to give it to a Friend whom he or she knows will LIKE The FRA! Praise be - there are only a few of us Not Afraid of an Idea!

Will you send us $2 and the name of a Friend - and we will notify your Friend of the Gift, - and send a Beautiful Book (of your selection!) FREE, either to you or your Friend!

Yours faithfully,

Elbert Hubbard II

THE FRA Elbert Hubbard, *Publisher*
Felix Shay, *Editor*

WHAT THEY SAY ABOUT THE *NEW* FRA

WINIFRED SACKVILLE STONER

Congratulations on *The Fra*. I like its dress immensely and especially I like the substance inside. I subscribed for *The Fra*. Be sure to send it to my Home address. I want it all for myself.

J. OGDEN ARMOUR

I think *The Fra* is not only a very interesting magazine, but a most attractive one as well. I always read it. I am glad to renew my subscription.

JOHN H. PATTERSON
PRES'T, NATIONAL CASH REGISTER CO.

When Elbert Hubbard died it seemed the most natural thing that *The Fra* should also pass away. It has been a great delight to me that *The Fra* still lives and has maintained the high level that it reached under the Editorship of Elbert Hubbard.

HON. JOHN BARRETT

May I add my increasing good opinion of *The Fra* as a magazine that has real quality and personality? Out of each issue I get additional pleasure and satisfaction.

RAY STANNARD BAKER

Felix has indeed the rare art of making one feel that whatever he says comes straight out of his essential nature.

WM. SULZER
EX-GOVERNOR, N. Y. STATE

The Fra is all right, and so is Felix! Keep it going! It fills the want! Put my name on your subscription-list. I want to keep in touch with you.

EUGENE V. DEBS

Felix Shay has the genius of successful magazine management. He believes in giving all sides a fair hearing; in preserving his poise and his prestige through his independence.

NATHAN STRAUS

Your article about Brandeis I have read with great interest. It has the right ring to it and is well written. I enclose my check for $2.00 for which please send me *The Fra*.

HORACE FLETCHER

There was a Felix Shay to follow an Elbert Hubbard, and it is a compliment to Felix to say that he is going Elbert "one better" and a compliment to Elbert also, for he did much to develop Felix.

GEORGE W. COLEMAN

There is just enough jar and jolt in *The Fra* to put you on your mettle, to tell you a lot of things you have not thought of before. Entirely unlike any other publication. The average American needs more and more of this kind of reading.

ORDER BLANK

THE ROYCROFTERS
EAST AURORA, New York

WRITE PLAINLY

Date_____ 191__

Name_____

Address_____

City_____ State_____

REMITTANCE INCLOSED

	Dollars	Cents
Money Order...		
Check		
Stamps.....		

Quantity	Description of Articles	Price	

Use this space for names and addresses of persons to whom you wish articles sent direct

USE REVERSE SIDE FOR ADDITIONAL ITEMS. WE WILL INCLOSE YOUR CARD AND SHIP GIFTS DIRECT IF YOU WISH.